



Smoking in the Balcony  
**ONLY!**  
When Movie Stars  
Sold Cigarettes

*Invited presentation by Alan Blum,  
MD at the annual conference of  
the Theatre Historical Society of  
America, Detroit, June 19,  
2018. Research assistance by  
Mary Clare Johnson, MLIS*





THE CENTER FOR  
THE STUDY OF  
TOBACCO AND SOCIETY



## Stars of the Screen Smoke the Star of Tobaccos —TUXEDO

Wide-awake—alive—vigorous—growing by leaps and bounds—that describes the Motion Picture business as it is today. In a few years it has grown to mammoth proportions. The greatest literary, dramatic, technical and executive ability in the world is employed in the writing, producing and selling of photoplays.

It is not a mere coincidence that the men who have won world-wide fame in each branch of this liveliest of creative arts smoke and endorse the liveliest of tobaccos—

# Tuxedo

*The Perfect Tobacco for Pipe and Cigarette*

On this page you will find your favorite film stars, also renowned directors and heads of big film companies. *All* of them have endorsed Tuxedo over their signatures. They say unanimously that they prefer Tuxedo because it is so wonderfully mild, fragrant, soothing and satisfying, and because it does not bite the tongue or irritate the throat.

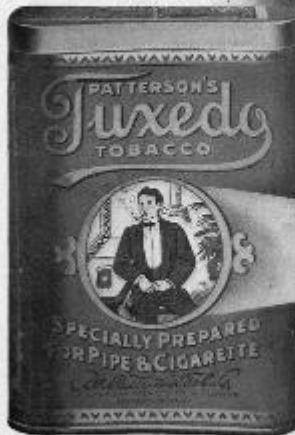
These unique qualities of Tuxedo are due to the "Tuxedo Process"—the *original* non-bite process, which no imitator has ever equalled. It has made the popularity of Tuxedo Nation-wide.

Try Tuxedo for a week and you'll smoke it ever after.

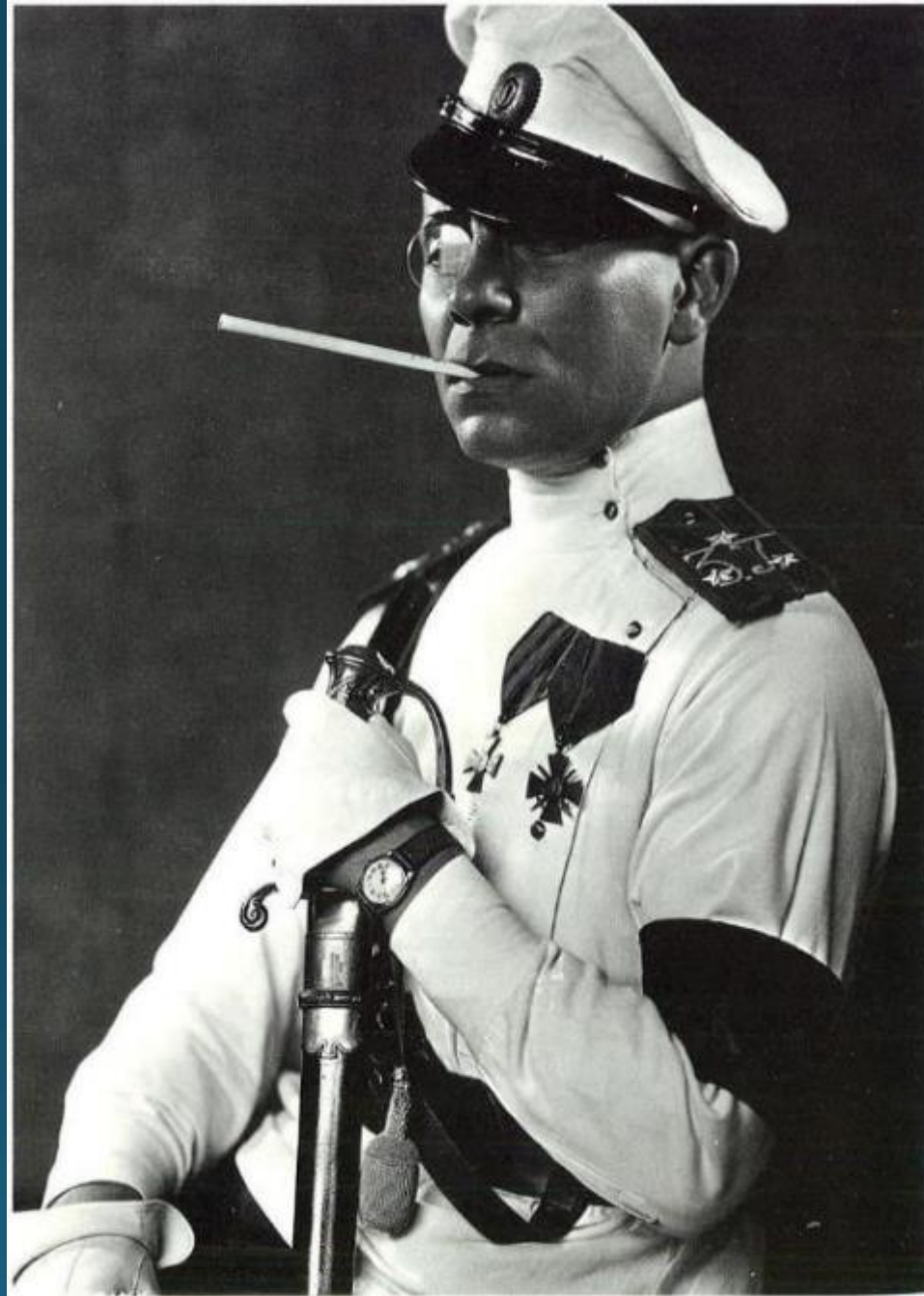
### YOU CAN BUY TUXEDO EVERYWHERE

Cigarettes, glassine wrapped 5c  
Cigarettes, glassine wrapped 10c  
Cigarettes, glassine wrapped 10c  
Cigarettes, glassine wrapped 10c

THE AMERICAN TOBACCO COMPANY







Erich von Stroheim in "Foolish Wives," 1921



Ushers at the Grand Riviera Theatre in Detroit, Michigan



# The New York Times.

NEW YORK, SATURDAY, FEBRUARY 17, 1923.

## TUT-ANKH-AMEN'S INNER TOMB IS OPENED, REVEALING UNDREAMED OF SPLENDORS, STILL UNTOUCHED AFTER 3,400 YEARS



**KING TUT-ANKH-AMEN,**  
wearing the crown and royal vestments, as he appeared to his contemporaries. From a multi-colored decoration on the walls of the tomb of Huy, his Viceroy, discovered some years ago near the tomb of the King.

Courtesy Metropolitan Museum of Art.

### KING IN NEST OF SHRINES

Series of Ornate Covers  
Enclose Pharaoh's  
Sarcophagus.

### WHOLE FILLS LARGE ROOM

Mortuary Chamber Opens Into  
Another Room, Crowded  
With Great Treasure.

### EXPLORERS ARE DAZZLED

Wealth of Objects of Historic  
and Artistic Interest Exceeds  
All Their Wildest Visions.

*The Times (London) World Copyright, by  
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Special Cable to THE NEW YORK TIMES.  
LUXOR, Egypt, Feb. 16.—



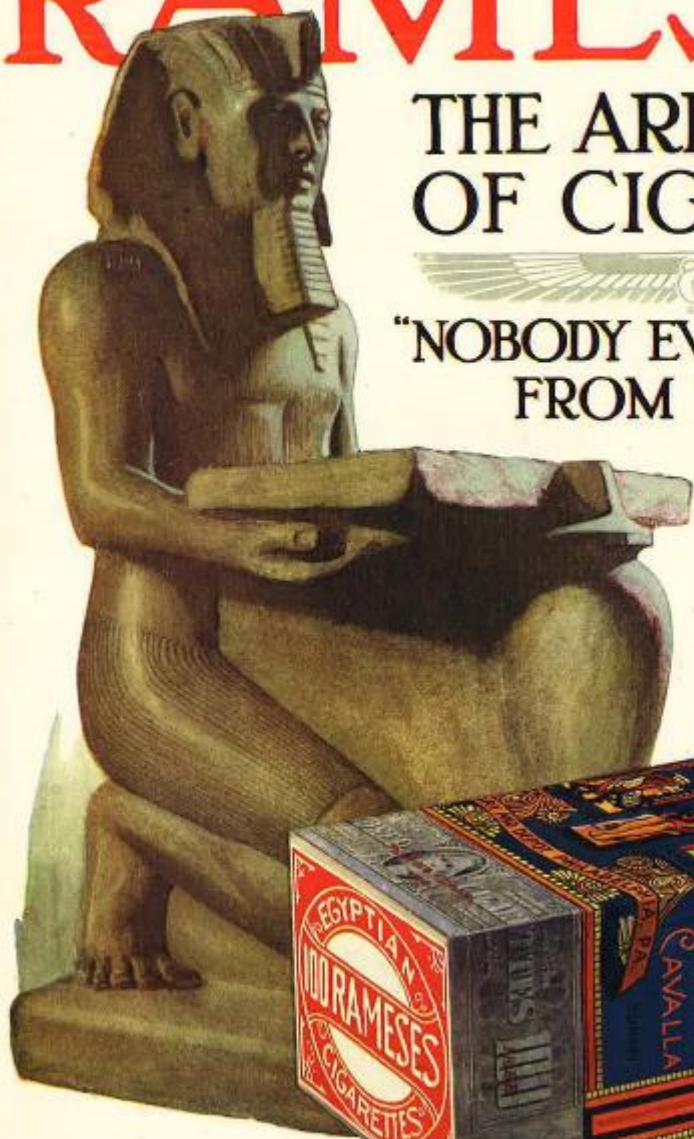
· LIFE ·

# RAMESES

THE ARISTOCRAT  
OF CIGARETTES

“NOBODY EVER CHANGES  
FROM RAMESES”

IN TENS TWENTIES  
AND WEEK-END TINS  
RAMESES  
LARGE SIZE FOR  
PARTICULAR OCCASIONS

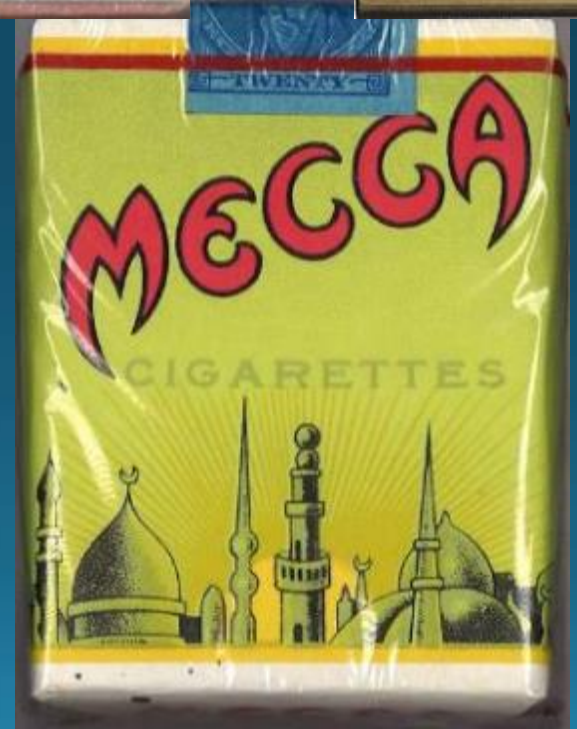
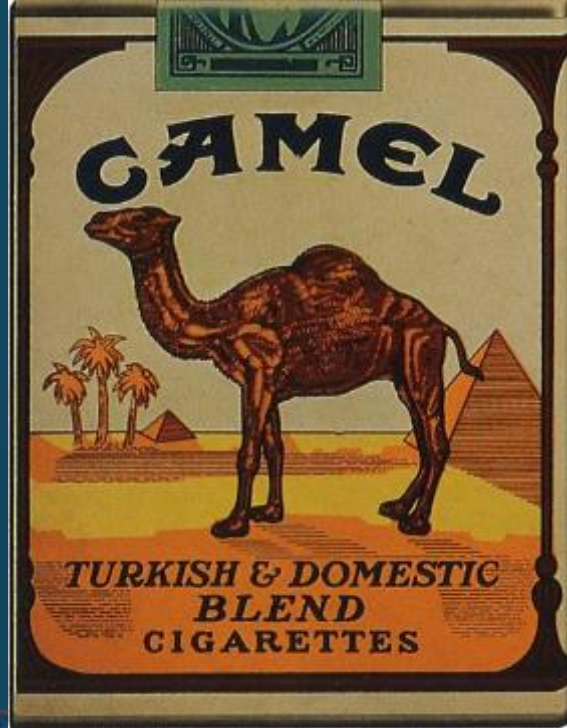
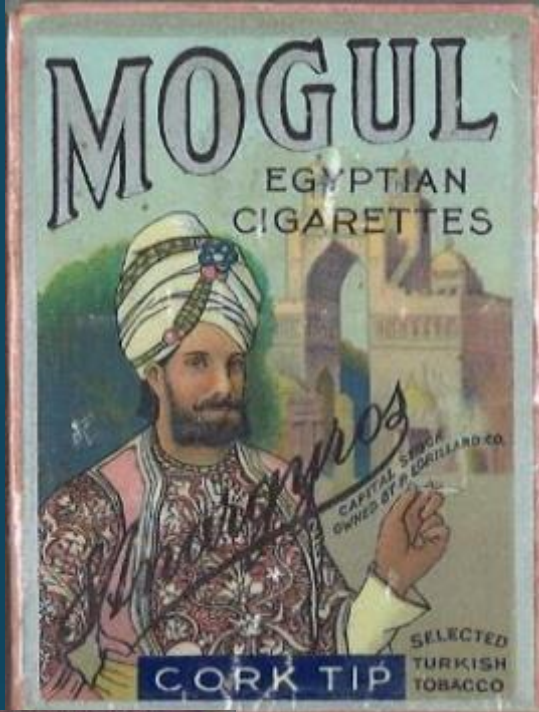
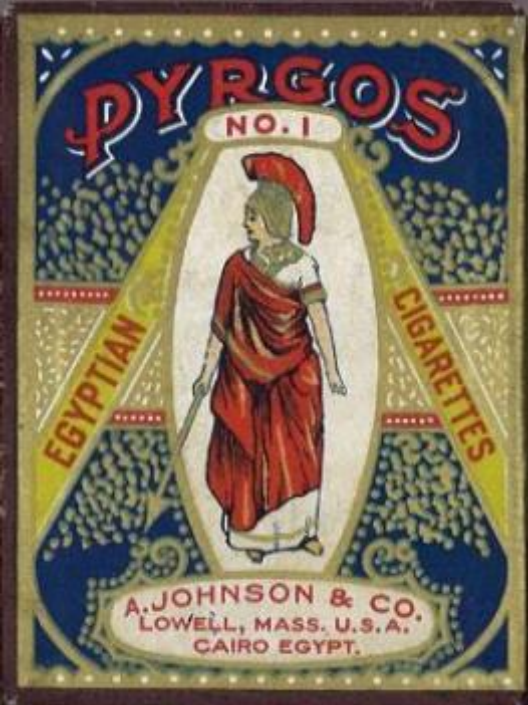


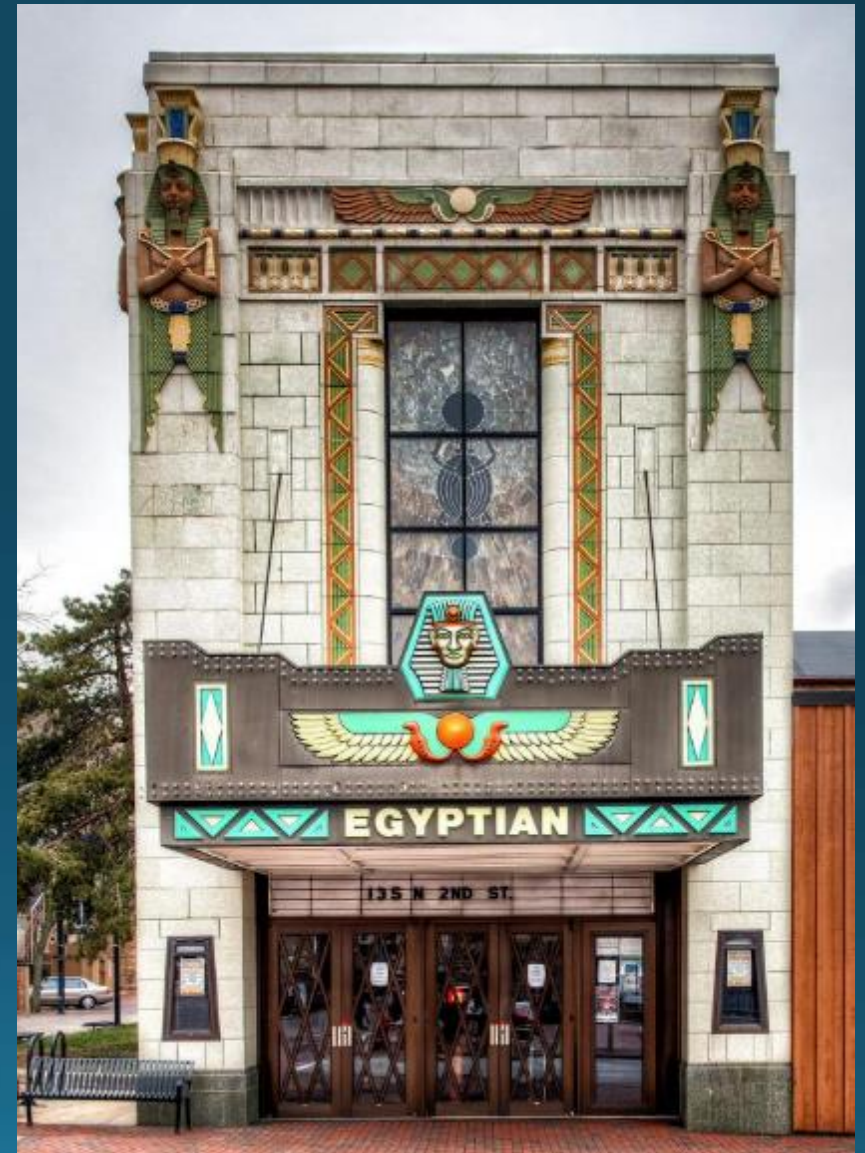
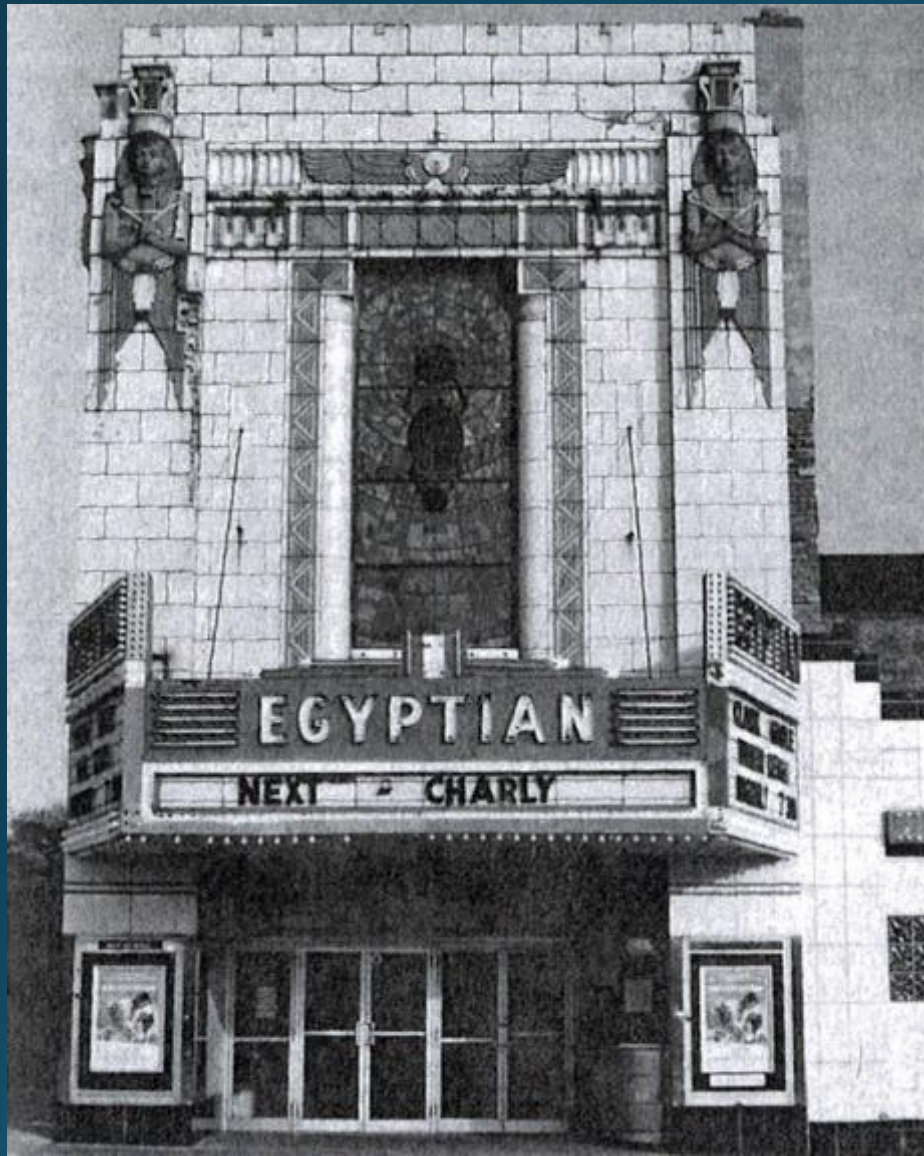




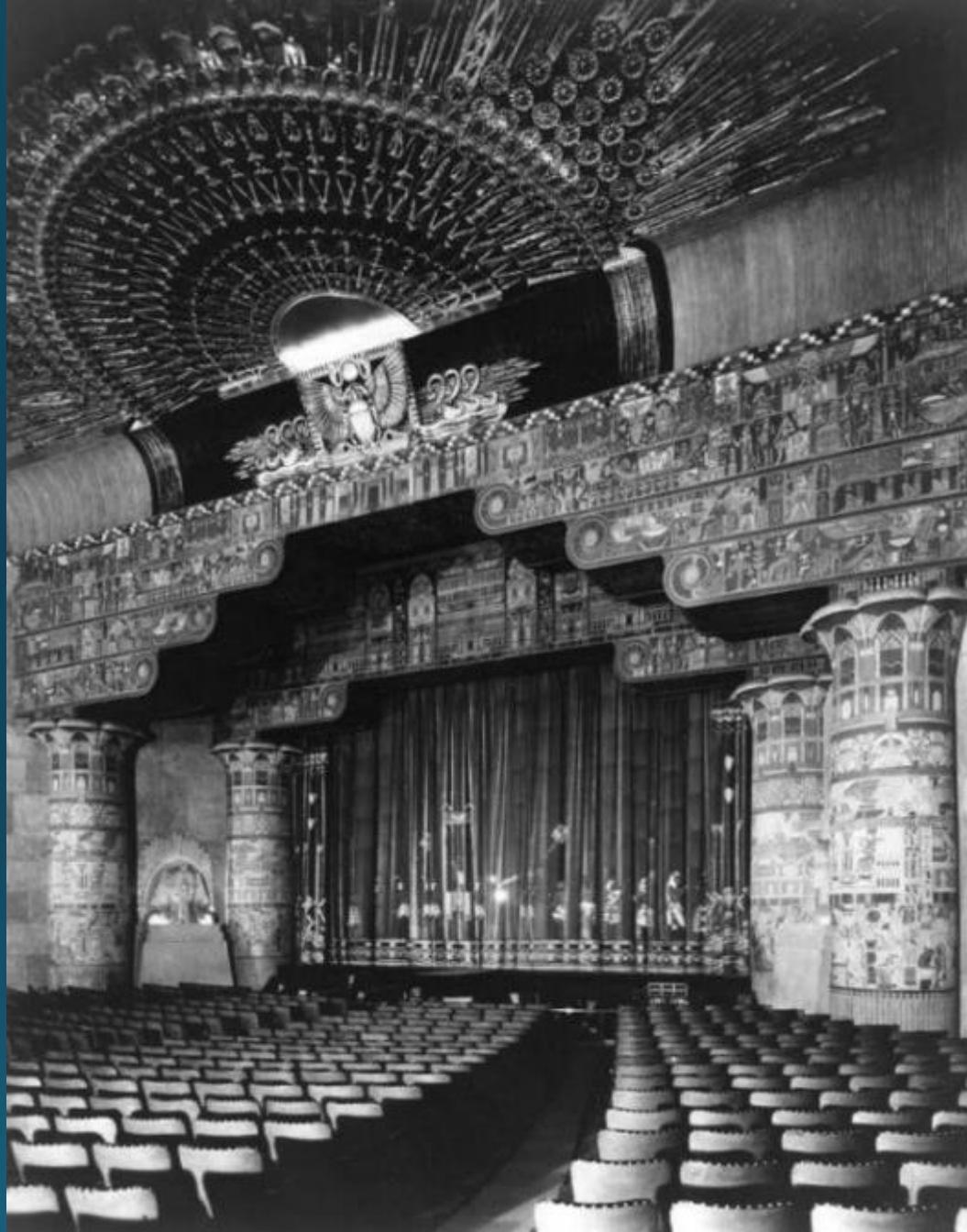
# ZIRA

CIGARETTES





Egyptian Theatre in DeKalb, Illinois; opened in 1929

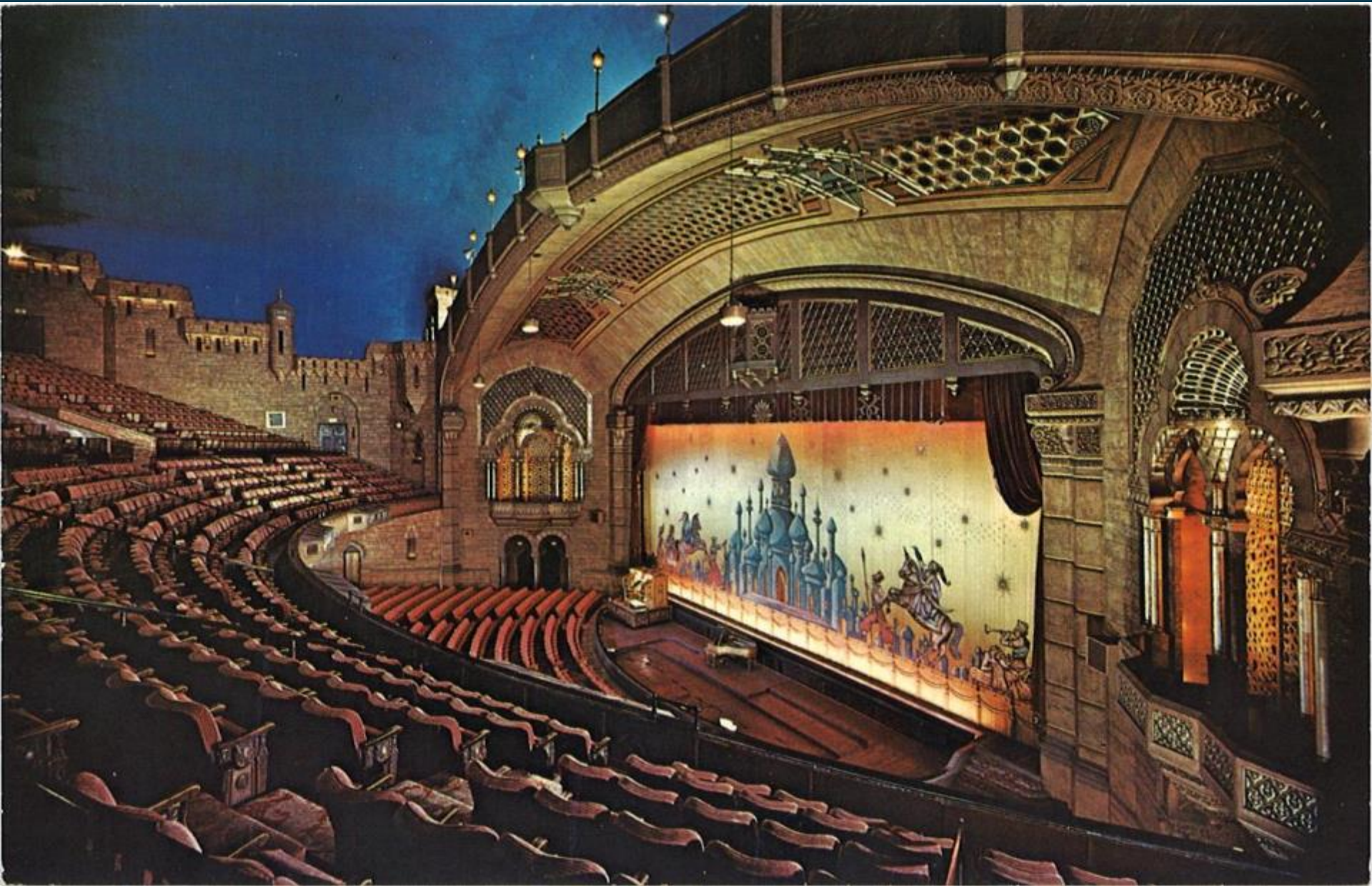


Grauman's Egyptian Theater in Hollywood; opened in 1922





Metropolitan Theatre in Houston, Texas; opened in 1926 and demolished in 1973



Auditorium of the Fox Theatre in Atlanta, Georgia; opened in 1929



DOUGLAS FAIRBANKS IN THE THIEF OF BAGDAD



**SUCH POPULARITY MUST BE DESERVED**  
Mr. Fairbanks has won immense success in many roles, Chesterfield in but one. Yet the same simple maxim accounts for both—the surest way to win success is to deserve it.



Douglas Fairbanks, Sr. in "The Gaucho," 1927

for NOVEMBER, 1928 71

**Lucky Strike**  
CIGARETTES  
"IT'S TOASTED"

**Douglas Fairbanks**

American Motion Picture Favorites, as he will appear in his forthcoming production "The Iron Mask," says—

"I get more kick from the Lucky Strike flavor than from any other cigarette. They are easier on my throat and wind. That's why I smoke nothing but Luckies. Toasting really means a lot to me. My own experience has proven that toasting not only takes out the bad things but doubles the flavor."

*Douglas Fairbanks*

© 1928 The American Cigarette Co., Manufacturer







## Brutal Sales Policies

Brutal and dangerous sales policies of competitors, working an inhuman hardship on the sorely tried tobacco trade, cannot halt the success of Lucky Strike. Lucky Strike, the choice of experts, is now the favorite of millions. Public testimony of those whose voices are precious, of those who keep trim, of those who prize the slender figure of fashion, and 20,679\* physicians substantiate the benefits of the secret toasting process. The quality of Lucky Strike merits public approval as it won expert commendation.

\*The figures quoted here have checked and verified by LUDWIG, BIRD, BAIN, AND ROY (LONDON), Accountants and Auditors.

(100000)

*George B. Hill*  
President

The American Tobacco Company, Incorporated

### "It's toasted"

No Throat Irritation—

No Cough.

The Lucky Strike Dance Orchestra will continue every Saturday night in a concert to coast radio hookup over the N. B. C. network.

To maintain a slender figure, no one can deny the truth of the advice:

"REACH FOR A  
LUCKY INSTEAD  
OF A SWEET."



©1935  
The American  
Tobacco Co.  
Manufacturers

*Al Jolson*  
Star of Grand and Broadway



© Getty Images | Published in AvaxNews.com

# He coughed ..the Villain!

and the love scene  
to be taken all over!



MADGE BELLAMY . . . Beautiful Fox star in her latest release, "Mother Knows Best."

## Madge Bellamy explains the growing popularity of Old Golds in Hollywood

"The 'hero' in a movie may easily become the 'villain' if he coughs at the wrong time. A cough isn't ever nice, but when it interrupts the taking of a movie scene, it's a calamity!

"The high tension of movie work makes smoking a vital relaxation. But we relax with OLD GOLDS.

They're as smooth as the polished manner of Adolphe Menjou, who himself is an OLD GOLD fan.

"While they're the most enjoyable of cigarettes, OLD GOLDS mean absolute 'fade-out' for throat-scratch and smoker's cough."

*Madge Bellamy*

## Why not a cough in a carload...?

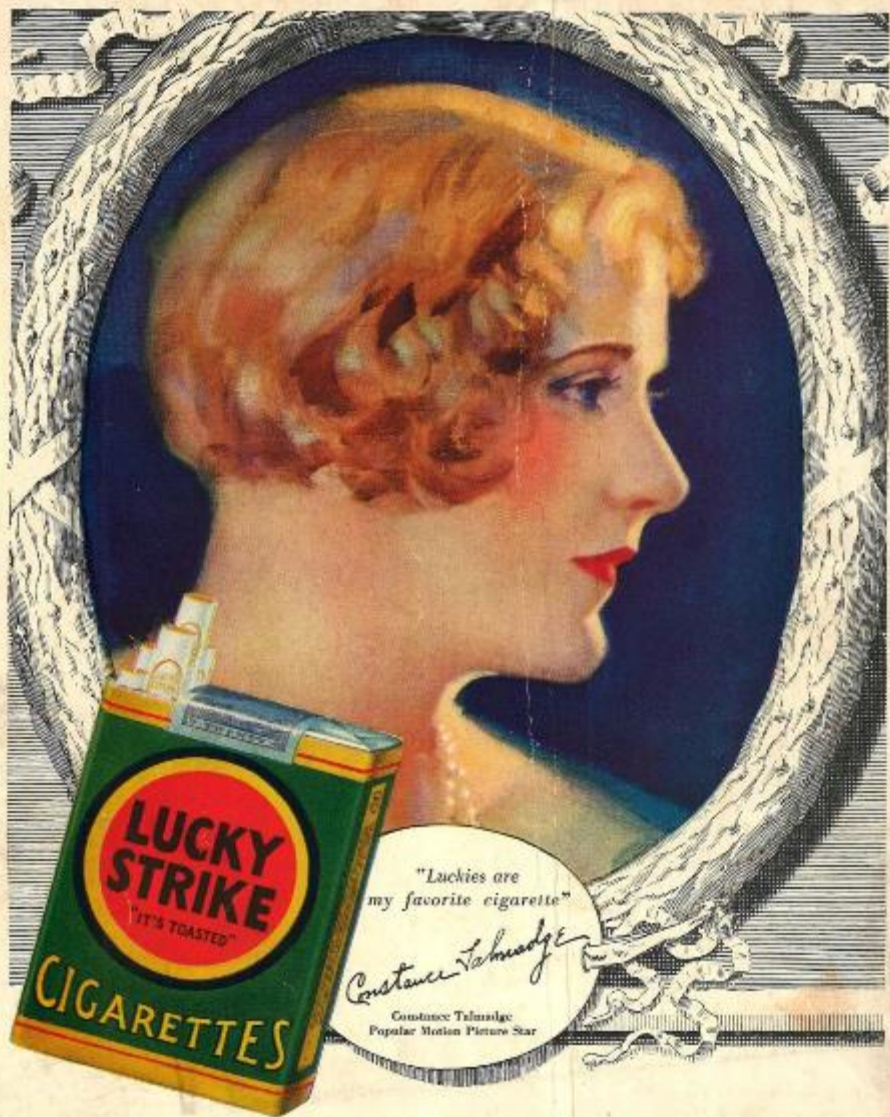
OLD GOLD cigarettes are blended from HEART-LIKELY tobaccos, the finest Nature grows . . . Selected for silkiness and ripeness from the heart of the tobacco plant . . . Aged and mellowed extra long in a temperature of mid-July sunshine to insure that honey-like smoothness.

ON YOUR RADIO . . . OLD GOLD PAUL WHITEMAN HOUR . . . Paul Whiteman, King of Jazz, with his complete orchestra, broadcasts the OLD GOLD hour every Thursday from 9 to 10 P. M., Eastern Standard Time, over the entire network of the Columbia Broadcasting System.



**eat a chocolate, light an Old Gold, and enjoy both!**





1929 THE FORUM VOL. XXVI 24

For a slender figure—  
"Reach for a Lucky instead of a sweet"  
**"It's toasted"** No Throat Irritation—No Cough.  
© 1929, The American Tobacco Co., Manufacturers



©1931, 1932, The American Tobacco Co.

## "Now I use LUCKIES only"

**POOR LITTLE RICH GIRL**  
 Sue Carol's wealth was a hindrance rather than a help. Hollywood thought she was flaky. But Sue soon proved she was a "regular gal"... she made 16 pictures for very little pay... her latest is UNIVERSAL'S "GRATT." She has reached for a LUCKY for five years. Not a fortune was paid for those kind words. That's white of you, Sue Carol.

"I have had to smoke various brands of cigarettes in pictures, but it was not until I smoked LUCKIES that I discovered the only cigarettes that did not irritate my throat. Now I use LUCKIES only. The added convenience of your improved Cellophane wrapper that opens so easily is grand."

*Sue Carol*

## "It's toasted"

Your Throat Protection - against irritation - against cough  
 And Moisture-Proof Cellophane Keeps that "Toasted" Flavor Ever Fresh

MAY 1932

THE CREAM OF THE CROP

**LUCKY STRIKE**  
IT'S TOASTED  
CIGARETTES

**"LUCKIES? They are grand"**

"THANK YOU, BETTY!"

Betty Compson's been my friend down here on elevator in the West Coast building, but now it's one of Hollywood's healthiest friends. She made it herself. The latest RADIO PICTURE is "THE GAY DIPLOMAT." For five years Betty has smoked LUCKIES, but not one day was paid for her signal statement.

"Luckies! They are grand. All the time I've smoked them, never once has my throat become irritated. And the new Cellophane wrapper is grand. So easy to just pull the tab and get to your Luckies."

*Betty Compson*

**"It's toasted"**

Your Throat Protection - against irritation - against cough  
And Moisture-Proof Cellulose Keeps that "Toasted" Flavor CLEAR & CRISP



Betty Compson in "The Docks of New York," 1928



Copyright, 1933, The American Tobacco Co.

## "The extra protection to my throat"

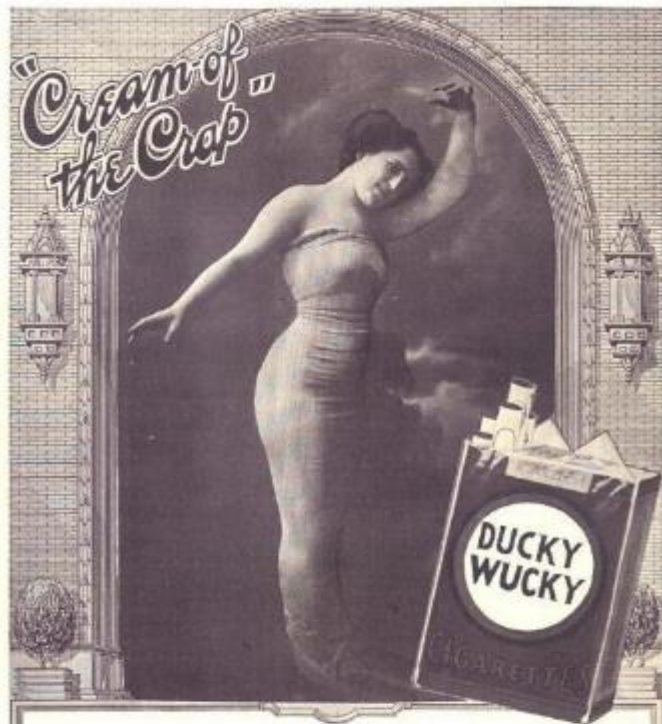
MIND IF I COLLECT "JUNE'S" June gave Paul Astor a good thing to boast about... she's one of New York's "300" who June would admit it, dozens of eligible bachelors wait back into collection. Did you see her in WEEDON'S "MILWAUKEE SOCIETY-TON" for 4 years she has smoked LUCKIES. That she would of been was not given for money. "Think, June Collyer."

"It's the extra things I get from Luckies that make me so enthusiastic. The extra protection to my throat, the extra fine flavor of Lucky Strike's choice tobaccos. And the extra convenience of the little tab which opens the Lucky Cellogothane wrapper so easily."

*June Collyer*

## "It's toasted"

Your Throat Protection—against irritation—against cough  
And Milder-Peak Cellogothane Keeps You "Toasted" From Day To Day



## "I always duck Duckles"

"I can't afford to take chances with my voice. That's why I duck Duckies. In fact, I don't smoke at all, but what the hell, a lady must live!"

*Sophie Delah*

OH, WHAT A PAL WAS SOPHIE!

Ask the 7th Regiment! Have you ever been in her new Minkie business, "Trade Classics from Wheeling?" And say she does not paid for her statement. That's why she's eating us.

## "It's Boasted"

Boasting is a secret advertising process which keeps you thinking Ducky Wuckies are the nuts. It's our protection against that harsh irritant, falling sales.

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QUEEN CHRISTINA

### SHOTS FROM FAMOUS FILMS

SERIES OF 48. No. 19

"QUEEN CHRISTINA"  
*A Metro-Goldwyn-Mayer Picture*  
Greta Garbo is here seen in the climax scene of "Queen Christina" after she has forsaken her throne and is sailing away with her dead lover. In this chronicle of the Swedish Queen, Greta Garbo gives one of the greatest performances of her career, in a story and settings which are sombre and admirably suited to her strong dramatic powers.

ISSUED BY  
**GALLAHER LTD**  
VIRGINIA HOUSE, LONDON & BELFAST



100% PURE

### SHOTS FROM FAMOUS FILMS

SERIES OF 48. No. 27

"100% PURE"  
*A Metro-Goldwyn-Mayer Picture*  
A scene from "100% Pure," showing Jean Harlow and Franchot Tone; Jean Harlow as a night-club girl with social aspirations, and Franchot Tone a prominent lawyer's son. This is an original comedy by John Emerson and Anita Loos, and contains a good plot and exceptionally bright dialogue, in which Jean Harlow's acting abilities are shown to good advantage.

ISSUED BY  
**GALLAHER LTD**  
VIRGINIA HOUSE, LONDON & BELFAST



"DOCTOR'S ORDERS"

### SHOTS FROM FAMOUS FILMS

SERIES OF 48. No. 37

"DOCTOR'S ORDERS"  
*A British International Picture*  
Leslie Fuller with Mary Jerrold in a scene from "Doctor's Orders." This picture shows the well-known British comedian as a quack doctor, who wants to educate his son as a real doctor and to conceal his own profession. This is a departure from the usual style of comedy associated with Leslie Fuller, and contains pathos as well as broad humour.

ISSUED BY  
**GALLAHER LTD**  
VIRGINIA HOUSE, LONDON & BELFAST

*"Cream of the Crop"*

**"There's none so good as LUCKIES"**

SHE'S MISCHIEVOUS, RESTLESS, AND 20, WEIGHS 112 POUNDS.

Miss Harlow has smoked Luckies for two years... not one cent was paid for her signed statement. See her new COLUMBIA PICTURE, "THREE WISE GIRLS." We appreciate all she writes of Luckies and so we say, "Thanks, Jean Harlow."

*"I've tried all cigarettes and there's none so good as LUCKIES. And incidentally I'm careful in my choice of cigarettes. I have to be because of my throat. Put me down as one who always reaches for a LUCKY. It's a real delight to find a Cellophane wrapper that opens without an ice pick."* *Jean Harlow*

**"It's toasted"**

Your Throat Protection against Irritation-against cough  
And Moisture-Proof Cellophane Keeps that "Toasted" Flavor Ever Fresh

Copyright, 1931, The American Tobacco Co.



Jean Harlow and Clark Gable in "Red Dust," 1932

**"I have to be  
kind to  
my throat"**

"I've tried several brands of cigarettes but I prefer Luckies. I smoke them regularly as I have to be kind to my throat. I learned this from my previous stage experience. Your improved Cellophane wrapper is splendid. A flip of the tab and it's open."

*Kay Francis*

When Kay Francis left the stage and enlisted in the Hollywood army, pictures got a great recruit! The tall brunette beauty was a great success on her film debut, and she's charged along to even bigger things. She is one of Warner Bros.' brightest stars.

**"It's toasted"**

Your Throat Protection - against irritation - against cough

And Moisture-Proof Cellophane Keeps that "Toasted" Flavor Ever Fresh



MOISTURE-  
PROOF  
CELLOPHANE  
Sealed Tight  
Ever Right  
THE UNIQUE  
HUMIDOR  
PACKAGE  
Zip—  
and it's open!

It is Miss Francis' Dependence Paid For?  
You can be satisfied in knowing that when you see her and in Miss Francis to make the above statement. Miss Francis has used a pack of LUCKY STRIKE Cigarettes for 8 years. We hope the publicity herewith given will be as beneficial to her and to Warner Bros. as the attention in her endorsement of LUCKY STRIKE is to her and to us.



*Kay Francis*

MF-524

Kay Francis in "Stranded," 1935

"Cream of  
the Crop"



Robert Montgomery

Open, 1939, The World on Wheels Co.

**"There are no better cigarettes"**

**HE STOPPED UP SMILING**

Bob Montgomery has been on the number one list of the most popular actors in the world for years in Hollywood... He's named best actor in the world because the girls were so crazy over his grin... And they'd go completely away when they saw him in his latest M-G-M, "LOVES COMPANY".... He's made SUCCESS stories out of every scene... Not a single word was said for his statement... He gave it just for a pleasant "Thank You."

"I have always used Luckies—as far as I am concerned there are no better cigarettes—congratulations also on your improved Cellophane wrapper with that little tab that opens your package so easily."—*Robert Montgomery*

**"It's toasted"**

Your Throat Protection—against irritation—against cough  
And Moisture-Proof Cellophane Keeps Out "Toasted" Flavor Like Cream





# Leslie Howard says Luckies are "tops" with his throat

"Years ago, as an ambitious young actor, I was impressed how well my throat liked Luckies and how well they suited my idea of a perfect cigarette. That impression still stands. In my recent tour of 'Hamlet', with its many performances each week and the attendant tax on my throat, I have been convinced anew that this light smoke is both delightful to my taste and the 'top' cigarette for an actor's throat."

*Leslie Howard*

Notice how many professional men and women—lawyers, doctors, accountants, etc., smoke Luckies. See how many leading artists of radio, stage, screen and opera, prefer them. Naturally the voices of these artists are all in position to claim. That's why they smoke a Lucky. You can have that throat power, too. The pleasure of a light smoke: free of irritating and irritating vapors expelled by the exclusive "Toasting" process.

The Finest Tobaccos—  
"The Cream of the Crop"



## A Light Smoke

"It's Toasted"—Your Throat Protection

AGAINST IRRITATION  
AGAINST COUGH



Leslie Howard in "Pimpernel' Smith," 1941



**Even after throat-taxing scenes, Spencer Tracy\* finds Luckies easy on his throat! And so will you!**

**"SHOUTING"** for hours is tough on throats. You try it and see. Yet Mr. Tracy says: "Even when my throat is completely tired out from acting, Luckies still get along with it fine!"

You try Luckies, too, and see. We think you'll agree with Mr. Tracy, because the exclusive "Toasting" process takes out cer-

tain irritants found in all tobacco. This makes Luckies a light smoke.

We think you'll agree with the tobacco experts, also. Among independent buyers, auctioneers and warehousemen—not connected with any manufacturer—Luckies have twice as many exclusive smokers as have all other cigarettes combined!

\*SPENCER TRACY, CO-STARRING IN M-G-M PRODUCTION, "TEST PILOT"

*Sworn Records Show That—*

**With Independent Experts- WITH MEN WHO KNOW TOBACCO BEST- IT'S LUCKIES 2 TO 1**



©1941 by the American Tobacco Company

“When you come up,  
you’ll find Old Golds.”

1945 MAE WEST



IT SEEMS to me that the occasional smoker is a lesser judge of a cigarette than the constant smoker. At least, he's more critical.

“Of the screen I never smoke. On the screen, I smoke when the plot demands it. And I want a cigarette that is non-irritating, mild and easy on the throat.”

“After trying many brands I settled upon Old Gold as my ‘picture smoke.’ It’s delightfully smooth—and free of bite—and doesn’t give the least discomfort to the throat.”

(Signed) MAE WEST

The rest of it is this, Miss West: No better tobacco grows than is used in Old Gold. And it’s pure. That’s why Old Golds are easy on the THROAT and NERVES.

AMERICA’S Smoothest CIGARETTE



MAE WEST  
in  
“BILL OF THE ANGELES”  
A Paramount Picture  
Directed by Leo McCarey





Bette Davis, Joan Blondell, and Ann Dvorak in "Three on a Match," 1932



James Cagney in "The Public Enemy," 1931



Arthur Robison, Lily Damita, André Burgères, Mona Goya, Françoise Rosay, André Berley, André Luguet, Georges Davis, Georgette Rhodes and Adolphe Menjou on the set of "When We are Beautiful," directed by Arthur Robison, USA, 1931



W.C. Fields in "The Bank Dick," 1940



Stan Laurel and Oliver Hardy in "The Finishing Touch," 1928





Bette Davis in "Dark Victory," 1939

# Her Singing Coach Advised A Light Smoke

**CAROLE LOMBARD PREFERS LUCKIES  
BECAUSE THEY'RE EASIER ON HER THROAT**

"When I had to sing in a recent picture," says Carole Lombard, "I considered giving up smoking. But my voice teacher said I needn't if I'd select a light smoke—Luckies.

"I soon found that even when singing and acting 12 hours a day, I can smoke as many Luckies as I like . . . without the slightest throat irritation."

The reason Luckies are easy on Miss Lombard's throat is because the process "It's Toasted" takes out certain throat irritants found in all tobacco—even the finest.

And Luckies do use the finest tobacco. Sworn records show that among independent tobacco experts—auctioneers, buyers, warehousemen, etc.—Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined.

In the honest judgment of those who spend their lives buying, selling and handling tobacco . . . with men who know tobacco best . . . it's Luckies—2 to 1.

"Star of the new Paramount production "True Confession"

## A Light Smoke

EASY ON YOUR THROAT—"IT'S TOASTED"



WITH TOBACCO EXPERTS...  
WITH MEN WHO KNOW TOBACCO BEST

*It's Luckies 2 to 1*



CAROLE LOMBARD  
in Paramount Pictures



Marlene Dietrich in "Angel," 1937

**Scientific tests prove Lucky Strike milder than any other principal brand!**

These scientific tests, confirmed by independent consulting laboratory, prove Lucky Strike mildest of 6 major brands tested!

**MARLENE DIETRICH** says:  
*"I smoke a smooth cigarette—Lucky Strike!"*



Let your own taste and throat be the judge! For the rich taste of fine tobacco — for smoothness and mildness . . .

**THERE'S NEVER A ROUGH PUFF IN A LUCKY!**

**L.S./M.F.T. — Lucky Strike Means Fine Tobacco**

So round, so firm, so fully packed—so free and easy on the draw



**Her Throat Insured  
For \$50,000.**

**DOLORES DEL RIO\*** tells why it's good business for her to smoke Luckies...

"That \$50,000 insurance is a studio precaution against my holding up a picture," says Miss Del Rio. "So I take no chances on an irritated throat. No matter how much I use my voice in acting, I always find Luckies gentle."

They will be gentle on your throat, too. Here's why... Luckies' exclusive "Toasting" process expels certain harsh irritants found in all tobacco. This makes Luckies' fine tobacco even finer... a *light* smoke.

Sworn records show that among independent tobacco experts—men who know tobacco and its qualities—Luckies have twice as many exclusive smokers as all other cigarettes combined.

**WITH MEN WHO KNOW TOBACCO BEST  
IT'S LUCKIES—2 TO 1.**

\*DOLORES DEL RIO  
STARRING IN THE 20th CENTURY-FOX  
PICTURE, "SHANGHAI DELICIOUS"



**"LAUGH, Miss LOY!"**

Even after "turning on a laugh" 100 times a day,  
Myrna Loy—*MAN* star—finds Luckies easy on her throat..

**A word about your throat—**  
"Laughing before the roars comes  
it hard on the throat," says Myrna  
Loy. "After scores of this sort, it's  
best that Luckies are the cigarettes  
for anyone who wants a light smoke  
that's easy on the throat." Her *MAN*  
reason is a marvel: the process  
"It's Toasted" takes out certain irri-  
tants that are found in all tobacco.

**A word about tobacco—** Aren't  
you who spend their lives buying  
and selling tobacco the best judges  
of tobacco quality? Then remember  
... *MAN*'s *smoke* friend that an *ing*  
independent tobacco expert, Lucky  
Strike has twice as much exclusive  
smoke as all other brands com-  
bined. With men who know to-  
bacco best—It's Luckies—2 to 1.

**\*STAR OF MGM PICTURE "MAN-PROOF"**

**Luckies—A Light Smoke**  
Easy on your throat—"It's Toasted".

WITH MEN WHO  
KNOW TOBACCO BEST  
*It's Luckies 2 to 1*

Myrna Loy in "The Mask of Fu Manchu," 1932



CLAUDETTE COLBERT  
smoking in the picture  
"Ladies' Choice"

### From Laughs to Tears in 30 Seconds

CLAUDETTE COLBERT tells how the throng-  
ing of emotional acting led her to Laddies ...

"Laddies' success" was a surprise to me. I  
wasn't a star. That's why an actor didn't  
take a picture. Now Colbert says:  
"After experimenting, I'm convinced that  
there is a future for Laddies."

Ask a tobacco expert who Laddies are  
and he'll tell you. He'll tell you that  
the cigarette which Laddies is the best.

...and he'll tell you that  
the cigarette "Laddies" gives you  
more pleasure than any other.

...and he'll tell you that  
the cigarette "Laddies" gives you  
more pleasure than any other.

...and he'll tell you that  
the cigarette "Laddies" gives you  
more pleasure than any other.

**WITH MEN WHO KNOW TOBACCO BEST - IT'S LUCKIES 2 TO 1**

CLAUDETTE COLBERT is giving a special job to the Volunteer Army. She's giving a special job to the Volunteer Army. She's giving a special job to the Volunteer Army.

### KEEP 'EM SATISFIED WITH *Chesterfield*

Milder... Cooler... Better-Tasting Cigarettes  
...that's what smokers ask for... and that's  
Chesterfield. Make when you smoke a lot...  
Cooler when the going's hot... and Better-Tasting  
all the time! They CHESTERFIELD by the name  
and that the best and yourself to more smoking  
pleasure than you've ever known...

*They Satisfy*

"I'VE TRIED THEM ALL...  
CHESTERFIELD IS MY  
FAVORITE CIGARETTE"

*Claudette Colbert*

...and she'll tell you that  
the cigarette "Laddies" gives you  
more pleasure than any other.

**NOBODY knows Cigarettes better  
than the woman who smokes it**

"I've tried them all...  
Chesterfield is my  
favorite cigarette"

*I hope you'll  
try it too*

### Always Buy CHESTERFIELD

40 CIGARETTES



Joan Crawford in  
 “Humoresque,” 1946

I LIKE CHESTERFIELD'S  
**MILD, BETTER TASTE.**  
 IT'S MY CIGARETTE

*Joan Crawford*

STARRING IN  
**FLAMINGO ROAD**  
 A MICHAEL CURTIZ PRODUCTION  
 RELEASED BY WARNER BROS.

"I'm a 100% Chesterfield smoker. I've tried other brands but always come back to Chesterfield. They buy fine light tobacco, ripe, sweet and mellow."

*L.L. Thurston*

**Always Buy CHESTERFIELD**

MAKE YOURS THE **MILD** CIGARETTE ... *They Satisfy*



JOAN BENNETT is her  
American Woman's Victory  
Herbicide emblem  
Appearing in John Ford's United Artists  
Production "Dodge City"

*His Cigarette  
and Mine*

# *It's* CHESTERFIELD

*Yours too* for a full share of Mildness  
Better Taste and Cooler Smoking...that's what you  
and all other cigarette smokers are looking for...  
and you get it in Chesterfield's Right Combination  
of the world's best cigarette tobacco.

*Make your next pack Chesterfields... regardless  
of price there is no better cigarette made today.*

EVERYWHERE YOU GO

*They Satisfy*



© 1946 W. T. Newman & Sons Co., Inc.



ROSALIND RUSSELL now starring in the new Columbia picture "MY SISTER EILEEN"



**All Clear**

THAT'S THE SMOKER'S SIGNAL FOR A MILD COOL CIGARETTE

And CHESTERFIELD smokers really know what that means...Milder when a smoke is what counts most...Easier when you want to relax, and with a far Better Taste to complete your smoking pleasure...

LIGHT UP A **CHESTERFIELD**

*They Treat You Right!*

Copyright © 1947, L. & M. Filter Tip Cigarettes

Rosalind Russell says, "L&M Filters are Just What the Doctor Ordered!"



I wanted a cigarette with a filter I could depend on and a Flavor I could enjoy. I read the letter below from Dr. F. R. Durkin, Director of Liggett & Myers Research, and changed immediately to L&M Filters. I recommend them to you."

Rosalind Russell  
*(Smoking the 500 price "The Last Word")*



*Light and Mild*  
MUCH MORE FLAVOR  
MUCH LESS NICOTINE

ONLY L&M FILTERS GIVE YOU ALL THIS...

1. **Effective Cheering**...from a Single One-Minute Filter Mellow...High Carbon. Exclusive to L&M Filters, and readily pass and become in health.
2. **Relaxing Relaxation**...the L&M Filter relaxes and soothes the busy patient, leaving you a light and mild smoke.
3. **Quick Taste Release**...the L&M Filter permits a natural flow of the smoke, leaving you all the satisfaction.
4. **More More Flavor and Aroma**...in less than 10 cigarettes with plenty of good taste. Reason—L&M Filter permits smoking tobacco, a slow-burn, tobacco special selected types.



**FILTER TIP**  
Cigarettes



AMERICA NEEDS NURSES---ENLIST NOW

CLAUDETTE COGGIOTT  
MARLETTE GODDARD  
VERONICA LAKE  
RECOMMENDED BY THE OFFICE  
OF WOMEN'S SERVICES  
"SO PRECIOUS WE HIRE"  
JULY 25, 1945

AT HOME and OVER THERE *It's* CHESTERFIELD

GOOD TOBACCO. Yes... the right combination of the World's BEST CIGARETTE TOBACCO'S...

It isn't enough to buy the best cigarette tobacco, it's Chesterfield's right combination, or blend, of these tobaccos that makes them so much milder, cooler and better-tasting.

Good Tobacco, yes... but the Blend--the Right Combination--that's the thing.

Smoke Chesterfields and find out how really good a cigarette can be.





Melvyn Douglas and Greta Garbo in "As You Desire Me," 1932



Dick Powell and Claire Trevor in "Murder, My Sweet," 1944

P-0160

CAROLE LANDIS STARRING IN THE COLUMBIA PICTURE "BY SECRET COMMAND"



Copyright 1945, American Match Corporation



P. 2714 - 35

**WITH THE BOYS...It's**  
**CHESTERFIELD**

You see Chesterfields everywhere these days—and why? Because they give smokers what they want in a cigarette. Chesterfields are milder and better-tasting and no wonder...they're made of the best tobaccos that grow. And that's not all—it's the blend—the Right Combination of these tobaccos that makes Chesterfield the cigarette that *Satisfies*





John Garfield and Lana Turner in "The Postman Always Rings Twice," 1946



Basil Rathbone in "Obsession," 1944







George Brent in "Til We Meet Again," 1940

**George Brent**  
 ONE OF THE STARS IN  
**"Tomorrow - Forever"**  
 An International Picture  
 Joyce MacFadden, also in "Tomorrow is  
 Forever," smiles with a light

[ OVERHEAR AFTER THE MOVIE ]

**Q** What did George Brent remind you of in the picture "Tomorrow is Forever?"

**A** That the right time to enjoy a Blackstone Cigar is before, between . . . and forever!

**Q** You men certainly are welded to your favorite cigar!

**A** Why not? Blackstone always gives enough enjoyment, and the quality never declines. Tuck it in every 15 to 20 minutes with the finest longleaf Virginia tobacco.

Remember that Blackstone Cigars are made of choice tobacco in a fine, easy, smoke process under the strictest supervision. No matter Blackstone is known as "the finest cigarette ever." It's a Blackstone for a thoroughly successful man.

**Blackstone Cigar**  
*the choice of successful men*

1125 CANTON HOTEL, PHOENIX HOTEL, CANTON HOTEL, HOTEL, PHOENIX HOTEL, CANTON HOTEL

72

# SMOKE MEANS TROUBLE

**T**HE fellow who smokes in the movies is soon reminded that he's headed for trouble unless he stops. But he's not so lucky if he drives a car with a smoking exhaust—he's probably in trouble already!

For a smoking exhaust is a common sign that something is wrong and the trouble is often excessive engine wear that calls for expensive repairs.

Act now before your car may become a costly "smoker"—a waster of gas, oil and power.

Change you to the oil that prevents needless wear. Change you to Insulated Havoline.

For here is the extra protection of an oil that's insulated against heat—against those high engine temperatures that break down ordinary oils. And it's distilled to remove harmful, carbon-forming impurities.

Here, indeed, is the oil for finer performance, safety and economy. Change to Insulated Havoline now at Texaco and other good dealers everywhere.



**DON'T WAIT TILL IT'S TOO LATE!**

There are 3,000,000 "smokers" on the roads in America today. You don't want your car to join the parade. Help reduce needless engine wear—change you to Insulated Havoline.



1936-37: All star radio program every Wednesday night, Columbia Broadcasting System, 9:00 P. M. - 9:40 P. M. T. 8:00 P. M. S. T. 8:00 C. D. T., 7:00 C. S. T., 6:00 M. S. T., 5:00 P. S. T.







POP CORN *Dr Pepper* CANDY

Thursday?  
the **TALL TEXAN**  
20¢

**POP CORN**

**PARTY BOX**  
Fresh POP CORN  
in a Government Spillproof  
# Enough for the Entire Party  
# Great for Theatre Going or to  
Take Home  
25

FIRST EDITION  
**Your All Time Hit Parade**  
FANCY  
1939-1941  
EVER BEFORE  
in all movie houses  
the excitement of  
the "Hit Parade"  
is now yours  
in a  
"Hit Parade"  
book

**HOT NUTS**

Buttercup  
Popcorn

**HOT POP CORN**

*Pepper*

**HOT POP CORN**

*Pepper*

*Dr Pepper*

**EASY TO SEE**  
why Chesterfield is by far  
the favorite of Hollywood Stars

*Virginia Mayo* - ONE OF THE STARS IN  
"THE BEST YEARS OF OUR LIVES"  
SMOKED IN THE NEW CHESTERFIELD PRINT

**A** **B** **C**  
BETTER TASTING  
ALWAYS Milder  
COOLER SMOKING

**ALWAYS BUY CHESTERFIELD**  
RIGHT COMBINATION · WORLD'S BEST TOBACCOS · PROPERLY AGED

© 1945 American Tobacco Co.



WITH THE TOP STARS OF HOLLYWOOD CHESTERFIELD IS BY FAR THE FAVORITE CIGARETTE

**A**  
ALWAYS MILD

**B**  
BETTER TASTING

**C**  
COOLER SMOKING

*Ann Sheridan*  
Starring in Warner Bros. Production  
"KISS OF DEATH"

**ALWAYS BUY CHESTERFIELD**

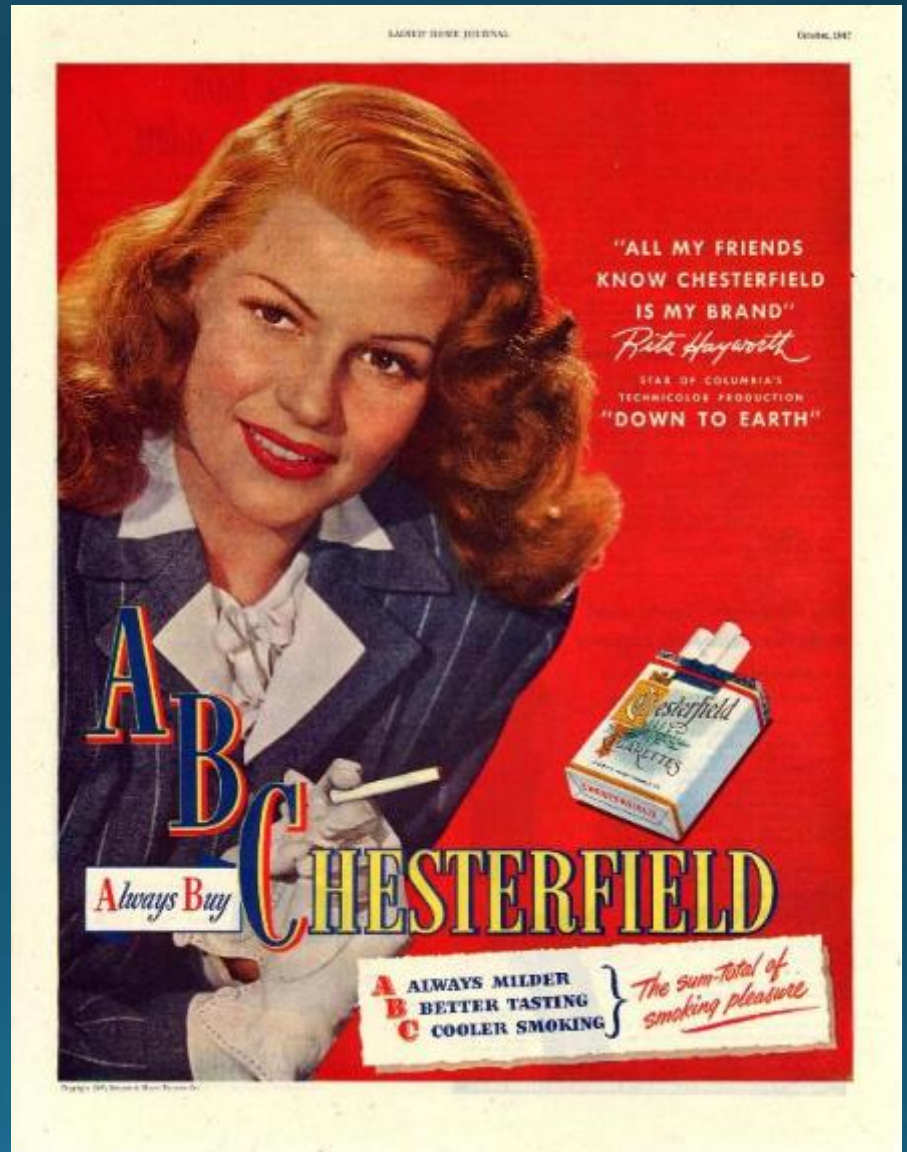
ALL OVER AMERICA - CHESTERFIELD IS TOPS!

© 1944 R.J.R.T.C. All Rights Reserved





Rita Hayworth in "Gilda," 1946





CHESTERFIELD IS MY FAVORITE CIGARETTE AND ALWAYS TOPS WITH MY GUESTS

*Dorothy Lamour*

STAR OF PARAMOUNT'S GREAT PICTURE "WILD HARVEST"

ALWAYS MILDER  
BETTER TASTING  
COOLER SMOKING

*The Sure Total of Smoking Pleasures*

**A B C**

**ALWAYS BUY CHESTERFIELD**

RIGHT COMBINATION - WORLD'S BEST TOBACCO

Copyright 1941, Lorain & Wood (Lorain Co.)





Loretta Young in "Born to Be Bad," 1934

A vintage color advertisement for Chesterfield cigarettes. The background is a vibrant red. Loretta Young is the central figure, wearing a blue dress and a large, fluffy blue hat. She is smiling and holding a lit cigarette in her right hand and a pack of Chesterfield cigarettes in her left. The pack is labeled "Chesterfield Cigarettes".

"You can count on Chesterfield's ABC's to give you a grand smoke"

*Loretta Young*

LORETTA YOUNG  
STARRING IN SAMUEL GOLDWIN'S  
NEW PICTURE  
"THE BISHOP'S WIFE"

**SATISFY YOURSELF**  
...like Loretta Young, that Chesterfields  
are

- A** ALWAYS MILDER
- B** BETTER TASTING
- C** COOLER SMOKING

*The Right Combination...  
World's Best Tobaccos*

**ALWAYS BUY CHESTERFIELD**  
*They Satisfy*

© 1934 CHESTERFIELD TOBACCO CO. BOSTON, MASS. MADE IN U.S.A.



Susan Hayward in "They Won't Believe Me," 1947

A vintage color advertisement for Chesterfield cigarettes. At the top, the slogan "ALWAYS BUY ABC CHESTERFIELD" is written in large, stylized letters, with "ALWAYS Milder BETTER TASTING COOLER SMOKING" underneath. The central figure is Susan Hayward, dressed in a vibrant red outfit with a matching lace headscarf. She is smiling and holding a pack of Chesterfield cigarettes and a lit cigarette. To her left, a quote reads: "Of course I smoke Chesterfields because they're Milder" followed by her signature "Susan Hayward". Below this, it says "CO-STARRING IN WALTER HANSEN'S 'TAP ROOTS' STORY BY TECHNICOLOR A BRITISH-AMERICAN PRODUCTION". In the bottom right corner, there is a testimonial box titled "WHY... I smoke Chesterfield" with the subtext "(FROM A SERIES OF STATEMENTS BY FAMOUS-TOPIC 'TODAY'S HEROES')". The testimonial reads: "Lippitt &amp; Myers buy as fine tobacco as there is grown. They buy only mild, sweet cigarette tobaccos." and "I smoke only Chesterfield cigarettes and I have smoked them right from the start." The signature "P.V. Hardy" is written below the testimonial, with "TOBACCO TRADING, PHILADELPHIA, U.S.A." printed at the very bottom.



"I enjoy Chesterfields because they're really Milder"

*Jane Wyman*

STARRING IN  
"JOHNNY BELINDA"  
A WARNER BROS. PRODUCTION

**WHY... I smoke Chesterfield**  
(FROM A SERIES OF STATEMENTS BY PROMINENT TOBACCO FARMERS)

*I have done business with Liggett & Myers for over 49 years. They buy the best crops in the home of the world's finest tobacco.*  
*I am exclusively a Chesterfield smoker. I think they are the best cigarette made.*

*Collin McDowell*  
TOBACCO FARMER, MICHIGANVILLE, MI.

**COOLER SMOKING**

**BETTER TASTING**

**ALWAYS MILDER**

**Always Buy CHESTERFIELD**

RIGHT COMBINATION \* WORLD'S BEST TOBACCO

"I like a Milder cigarette  
that's why I smoke Chesterfield"

*Celente Holm*



**WHY... I smoke Chesterfield**  
(FROM A SERIES OF STATEMENTS BY PROMINENT TOBACCO FARMERS)

"I'm a confirmed Chesterfield smoker because...  
as the most skeptical will agree once they try a pack  
... **THEY SATISFY.**"  
"Liggett & Myers are always the first in there to  
buy good tobacco and invariably pay the highest prices."

*A. P. Jones*  
TOBACCO FARMER - WT. STERLING, NY.

*See Celente Holm in  
"THE SNAKE PIT"  
a 20<sup>th</sup> Century Fox Production*

**ALWAYS BUY**  
**ABC CHESTERFIELD**

ALWAYS MILDER BETTER TASTING COOLER SMOKING

RIGHT COMBINATION WORLD'S BEST TOBACCOS

"If you want a Milder  
cigarette it's Chesterfield -  
that's why it's My cigarette"

Anne Baxter

STARRING IN  
"YOU'RE MY EVERYTHING"  
A 20th CENTURY-FOX TECHNICOLOR  
PRODUCTION



Prominent Tobacco Farmers  
smoke Chesterfield

SAM McLAUGHLIN, Gintex, S.C.  
*signs*

"I've smoked Chesterfields  
steady for 30 years. They're MILDER  
and they're made of the best tobacco  
because Chesterfield buys the highest  
quality, mild, ripe leaf."



Always Buy **CHESTERFIELD**

THE BEST CIGARETTE FOR YOU TO SMOKE - MILDER - *much* MILDER



“Chesterfields are completely satisfying  
They're Milder - much Milder  
It's **MY** cigarette”

*Lucille Ball*  
Smoking in "INTERFERENCE"  
*Her Latest R.K.O. Release*

**PROMINENT TOBACCO FARMERS  
SMOKE CHESTERFIELD**

"Chesterfield always buys the highest quality mild, ripe tobacco. I find it's the best cigarette for me to smoke because I enjoy its taste and it's MILDER."

*H. P. Raspberry*  
KINGSTON, N. C.

**Always Buy CHESTERFIELD**  
... the Best Cigarette for YOU to smoke



Lucille Ball in "Dance, Girl, Dance," 1940

"To my friends and fans I recommend Chesterfields. It's MY cigarette."

*Barbara Stanwyck*

*"...and I recommend them too - Because they're really Milder. For over 30 years I've seen Chesterfield buy the Best Mild ripe tobacco grown."*

*Claud Pope*

PREMIUM TOBACCO GARDEN SEED, KENTON, N.C.

**Always Buy CHESTERFIELD**  
THE BEST CIGARETTE FOR YOU TO SMOKE



**THIS IS IT!**

**L&M FILTERS ARE JUST WHAT THE DOCTOR ORDERED**

I smoked filter tip cigarettes for years before I tried L&M's. They have a far better flavor than any other brand of filter I have ever smoked. Read the facts below and try L&M's yourself. You'll like the new tea.

*Barbara Stanwyck*

**THIS YOU GET...**

1. **Maximum Flavor**—from the classic medium—Alpha Cellulose—the special material for making cigarette ends and centers in L&M Filters.
2. **Selective Flavoring**—the L&M Filter selects and retains the lower portions, giving you a clean and mild taste.
3. **Much less Nicotine**—the L&M Filter removes one-third of the nicotine found in all the rest.
4. **More Mouth Filler and Aroma**—the right length—the right size—the right blend of premium quality tobacco to give you plenty of good taste.

© 1948 L. & M. Filter Tip Cigarettes

**Light and Mild**  
MUCH MORE FLAVOR  
MUCH LESS  
NICOTINE

**L&M FILTER TIP CIGARETTES**

Barbara Stanwyck in "Sorry, Wrong Number," 1948





**"Smoke my cigarette, Chesterfield,  
they're Milder... much Milder"**  
*Rhonda Fleming*

**...THAT'S RIGHT. CHESTERFIELDS ARE MILDER.** I know that for a fact, because raising tobacco is my business, and Chesterfield buys the best wild, ripe tobacco I grow. Besides that, Chesterfield has been my steady smoke for 18 years!"

*C. J. Gholeon*      **PARAMOUNT TOBACCO FARMER  
WHEELERSBURG, VA.**

**Always Buy CHESTERFIELD**  
The Best Cigarette for You to Smoke





Joan Fontaine in "This Above All," 1942


Vol. 145, No. 16 37

**F**or you - **PROOF of MILDNESS**  
*with no unpleasant after-taste*

JOAN FONTAINE is just like you and everybody else, today. She wants the cigarette that gives her the most for the money. She makes the Chesterfield Mildness Test and Always Buys Chesterfields

*They Satisfy*

"I proved  
Chesterfields are Milder  
They're MY cigarette"  
*Joan Fontaine*  
Starring in "SOMETHING TO LIVE FOR"  
A Paramount Picture



\* Hollywood's favorite photographer, Paul Hesse, and Jean Pauline enjoy a Chesterfield while he shows her his new Stereo Realist camera.

Always Buy **CHESTERFIELD**

Copyright 1951, Lorain & Howland Co.

FROM  
**HOLLYWOOD**  
TO  
**BROADWAY**  
smokers  
by the thousands  
*now* changing to  
**Chesterfield**

...enjoying the one cigarette that's  
highest in quality, low in nicotine

And remember, only Chesterfield has this  
proven record with smokers. No adverse  
effects to the nose, throat and sinuses from  
smoking Chesterfield. Both these statements  
are a matter of record.

**CHESTERFIELD - A ♦♦♦♦ SMOKE**

*"In movies—on the stage—wherever I am  
—you'll see me enjoying my Chesterfields  
—best for me, best for you."*

*Deborah Kerr*  
Starring in the Broadway Hit  
"See Me, See You"

**CHESTERFIELD**  
*BEST FOR YOU*

Chesterfield  
CIGARETTES

Chesterfield  
KING-SIZE  
CIGARETTES



Deborah Kerr in "Dream Wife," 1953



A-0770

"THERE'S ONE THING  
I CAN ALWAYS COUNT ON  
WITH CHESTERFIELDS  
... THEY SATISFY"  
*Gary Cooper*  
STARRING IN PARAMOUNT'S  
GREAT TECHNICOLOR PICTURE  
"UNCONQUERED"

ALWAYS BUY **C**HESTERFIELD

**A** ALWAYS Milder  
**B** BETTER TASTING  
**C** COOLER SMOKING *ABC*  
RIGHT COMBINATION • WORLD'S BEST TOBACCOS

1/3/48

A color advertisement for Chesterfield cigarettes. At the top left, the number "A-0770" is printed. The central image shows Gary Cooper in a brown leather jacket with fringes, holding a lit cigarette. To the right of the image is a quote from him in red and black text, followed by his signature in red. Below the signature, it says "STARRING IN PARAMOUNT'S GREAT TECHNICOLOR PICTURE 'UNCONQUERED'". A red banner across the bottom of the image contains the text "ALWAYS BUY C CHESTERFIELD". Below the banner, there is a pack of Chesterfield cigarettes and a small white card with the "ABC" slogan: "A ALWAYS Milder, B BETTER TASTING, C COOLER SMOKING ABC. RIGHT COMBINATION • WORLD'S BEST TOBACCOS". The date "1/3/48" is printed in the bottom right corner.

"I like Chesterfields  
—they're my brand  
because they're MILD"

*Alan Ladd*  
STARRING IN  
"SAIGON"  
A PARAMOUNT PICTURE

**WHY I smoke Chesterfield**  
FROM A SEER OF HIGHLIGHTS BY MONTAGUE STUBBS FORNELL

"I think Chesterfield is a good-smoking cigarette and I like them. They have a good, ripe-tobacco taste and they're mild."

"I never pay a higher price to get good-smoking tobacco than Chesterfield. They are my usual, ripe tobacco. Looks like a good dollar in the bank."

*Leavitt Roberts*  
FARMER, PAUL, KY.

**ALWAYS BUY ABC CHESTERFIELD**  
Always milder Better tasting Cooler smoking

Copyright J.W. Lambert & Sons, Toronto, Can.



*Dorothy Lamour is  
"My Favorite Brunette..."*  
CHESTERFIELD *my favorite cigarette*  
*Bob Hope*

*see Bob Hope's  
new picture*  
"MY FAVORITE BRUNETTE"  
with Dorothy  
DOROTHY LAMOUR

**A**  
**B**  
**C**

**Always Buy CHESTERFIELD**

**A ALWAYS Milder**  
**B BETTER TASTING**  
**C COOLER SMOKING**

*The sum-total of  
smoking pleasure*



"Chesterfields make a hit with me because they're Milder"

*William Bendix*

Starring in *BABE RUTH* in  
**THE BABE RUTH STORY**  
A RAY COOK, EXEC. PRODUCTION.  
ALL RIGHTS RESERVED. PICTURES

**WHY... I smoke Chesterfield**  
(FROM A SERIES OF TESTIMONIALS BY PROMINENT-THEATRE MEN)

Fans of the exercise enjoy practically every day and Lippitt & Moore buy the best cigarette tobacco grown in this section.

I am a Chesterfield smoker. So put me down for that. It's a good cigarette and I like it.

*B.T. McLachlan*  
FAMILY PHOTOGRAPHY, INC.

**Always Buy CHESTERFIELD**  
ALWAYS Milder BETTER TASTING COOLER SMOKING



William Bendix and Alan Ladd in "China," 1943

ALL THESE STARS APPEAR  
IN DAVID O. SELZNICK'S PRODUCTION  
"THE PARADINE CASE"  
DIRECTED BY ALFRED HITCHCOCK

CHARLES  
COBURN

ANN  
TODD

STHEL  
BARRYMORE

GOODY  
HOLMES



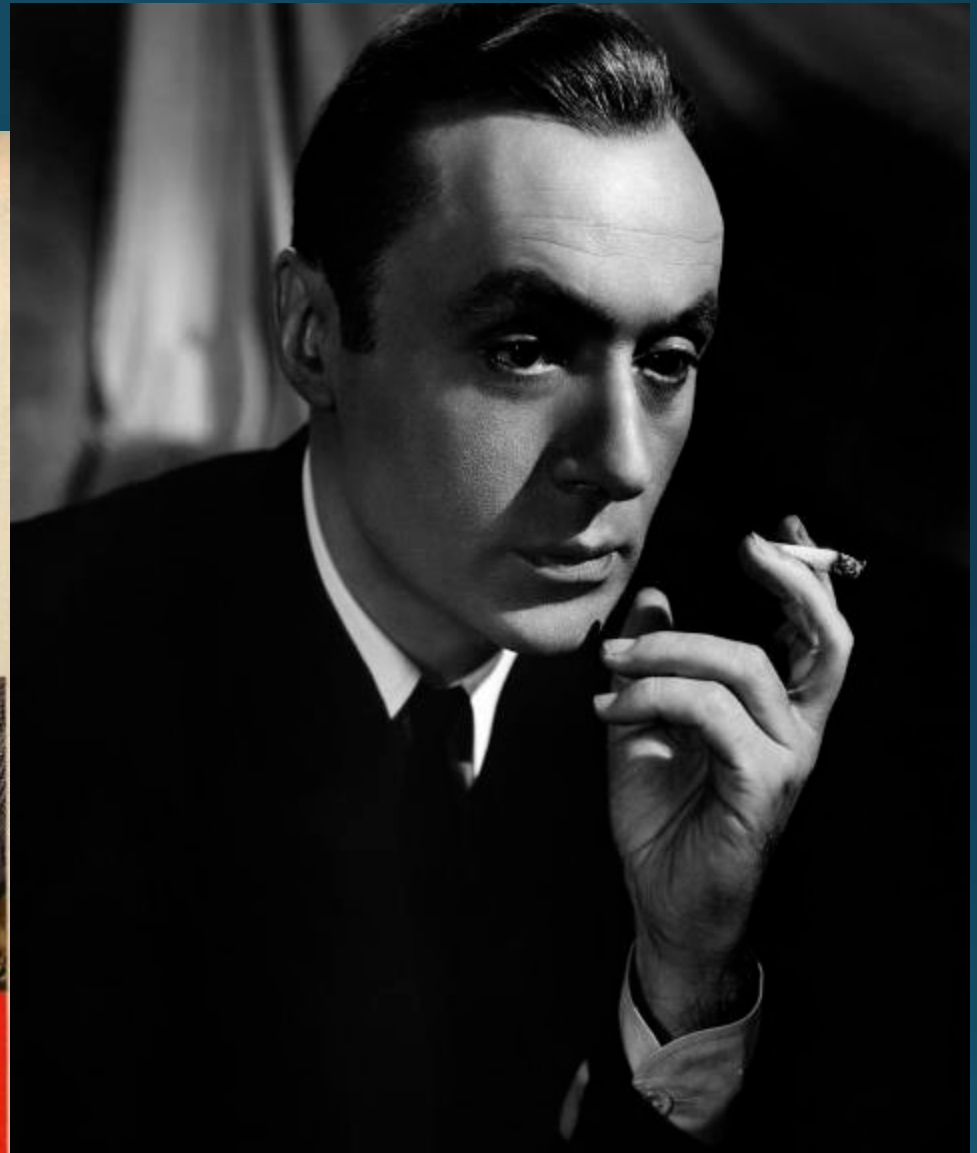
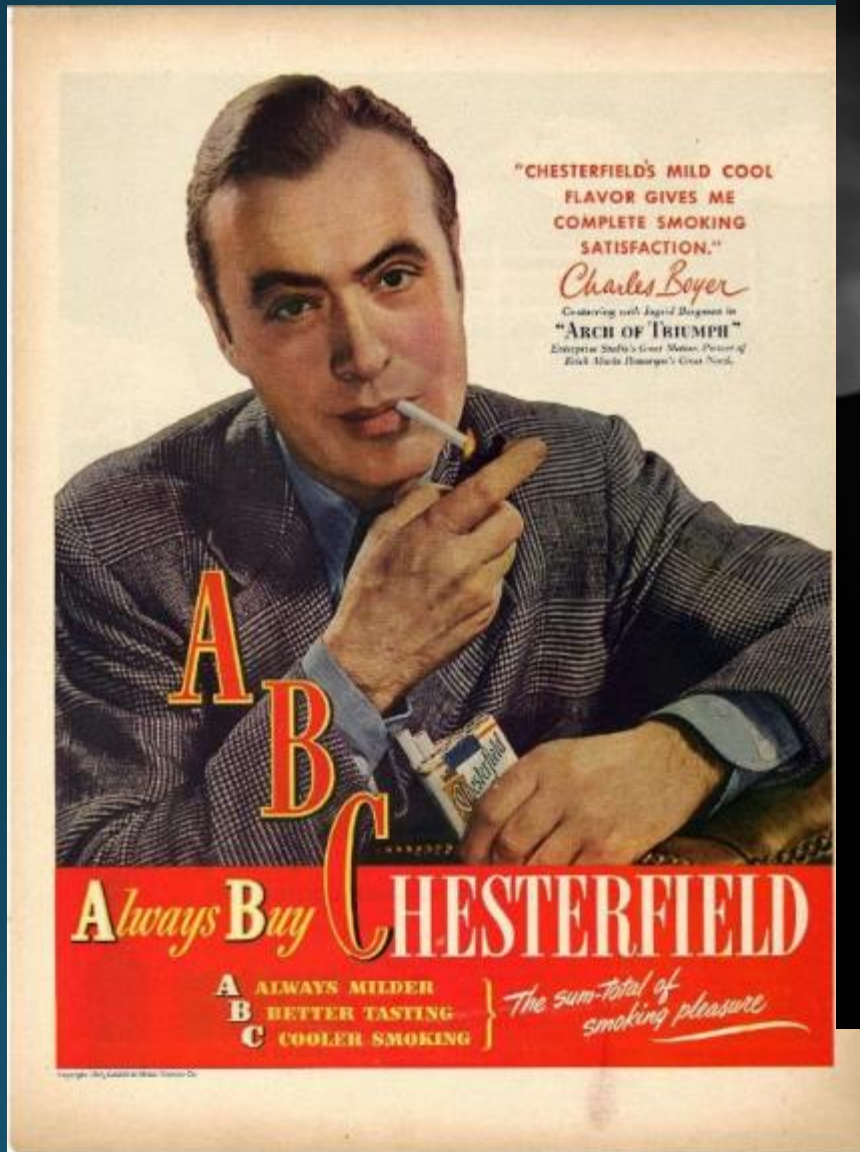
WITH THE STARS  
IT'S CHESTERFIELD  
BECAUSE **A** ALWAYS MILDER  
**B** BETTER TASTING  
**C** COOLER SMOKING  
THE RIGHT COMBINATION...  
WORLD'S BEST TOBACCOS

GREGORY  
PECK

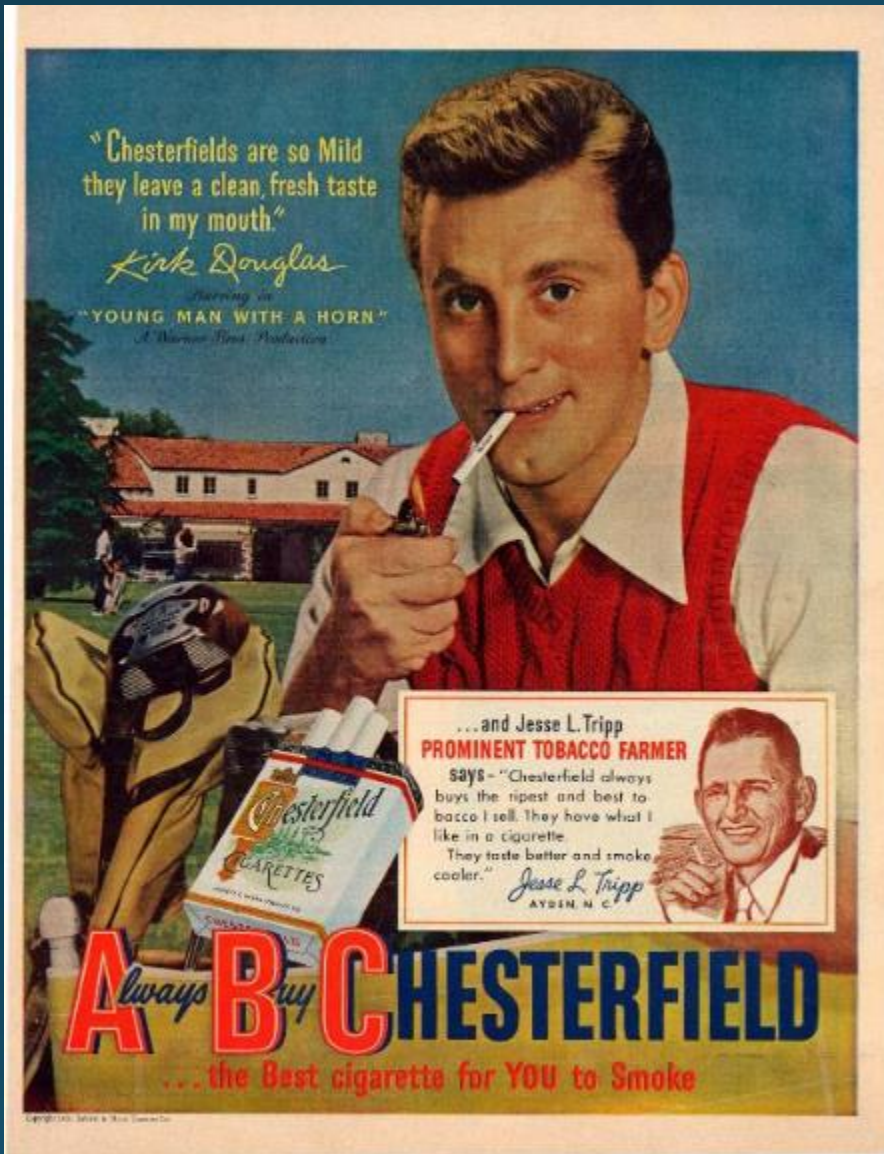
KATE  
WALKER

ALWAYS BUY CHESTERFIELD







Charles Boyer in "Archi of Triumph," 1948



Kirk Douglas at the Cannes Film Festival, 1953

**ALWAYS BUY** **CHESTERFIELD**  
ALWAYS MILDER BETTER TASTING COOLER SMOKE

*"They're Milder - that's why I always smoke Chesterfields"*  
*Tyrone Power*  
CHARACTER IN "THE LUCK OF THE IRISH"

**AND TO KEEP PACE WITH THE EVER-INCREASING DEMAND Chesterfield is building another factory**  
*"It's large - it's modern and in the very heart of Cincinnati where the Chesterfield Factory group and tobacco raising manhouses are already "A city within a city."*

**SO MILD they Satisfy Millions - SO MILD they'll Satisfy You**

**IT'S A PSYCHOLOGICAL FACT. PLEASURE HELPS YOUR DISPOSITION!**

*How's your disposition today?*

**EVER FEEL LIKE SQUAWKING?**  
 It's only human to be irked by little annoyances. But - it's a psychological fact that pleasure helps your disposition! So, if you're a smoker, there's more pure pleasure in Camels!



**For more pure pleasure - have a CAMEL**

*"I've tried 'em all - once a Camel smoker, always a Camel smoker!"*  
*Tyrone Power*

**No other cigarette is so rich-tasting, yet so mild!**

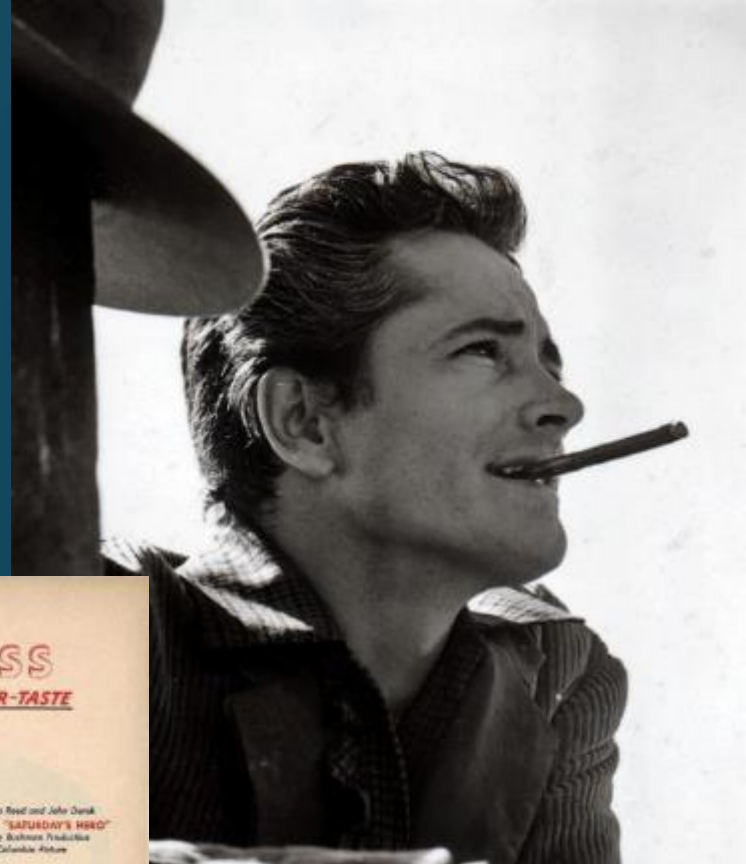


© J. Horowitz Inc., Co. - Western Union, N. Y.

Cigarettes JANUARY 1954



Donna Reed in "From Here to Eternity," 1953



John Derek in "Frontier Circus," 1961

**F**OR YOU - **PROOF OF MILDNESS**  
*WITH NO UNPLEASANT AFTER-TASTE*

DONNA REED and JOHN DEREK  
are just like you and everybody else today.  
They want the cigarette that gives them  
the most for the money.

They make the Chesterfield Mildness Test  
and always buy Chesterfield.  
They agree: *They Satisfy*

See Donna Reed and John Derek  
co-starring in "SATURDAY'S HERO"  
A Sydney Ruskoff Production  
A Columbia Picture



A vintage advertisement for Chesterfield cigarettes. The central illustration shows a woman (Donna Reed) in a red top and white vest, and a man (John Derek) in a blue suit, looking at each other. A pack of Chesterfield cigarettes is in the bottom left. A small inset photo shows the couple in a scene from the movie 'Saturday's Hero'. The text at the top and bottom promotes the 'Mildness Test' and the brand name.

*Always Buy* **CHESTERFIELD**



**"SMOKE MY CIGARETTE -  
MILDER CHESTERFIELD"**

*Bing Crosby*  
See Bing in his latest Picture  
**"RIDING HIGH"**  
A Frank Capra Production Released through  
Paramount Pictures

... and Don Watson  
**Prominent Tobacco Farmer**  
says - "Chesterfield is my brand  
because I know what goes into them. Year  
after year they pay top prices to get the  
best mild, ripe tobaccos."  
*Don Watson*  
GREEN SEA, S. C.

**Always Buy CHESTERFIELD**  
The Best Cigarette for You to Smoke

Copyright 1950 Chesterfield Cigarette Co. Hear The Great New BING CROSBY SHOW Every Wednesday over the entire CBS Network—9:30 P.M. EST.

A color advertisement for Chesterfield cigarettes. The background is a photograph of a man in a red polo shirt sitting in a stable, holding a pack of Chesterfield cigarettes. In the background, two horses are visible. The text is arranged in a structured layout: a headline at the top, a section for Bing Crosby, a testimonial from Don Watson, and a large red banner at the bottom with the slogan 'Always Buy CHESTERFIELD'. The bottom of the ad contains small print regarding copyright and broadcast information.

WITH THE TOP  
HOLLYWOOD STARS  
CHESTERFIELD  
IS THE BIG  
FAVORITE

*Gregory Peck*

STARRING IN  
DAVID O. SELZNICK'S  
"DUBL IN THE SUN"

**A  
B  
C**  
Always Buy **CHESTERFIELD**

**A-ALWAYS MILD  
B-BETTER TASTING  
C-COOLER SMOKING**



*...The sum-total of smoking pleasure*



Ava Gardner and Gregory Peck in "The Snows of Kilimanjaro," 1952

# ALWAYS BUY **ABC** CHESTERFIELD

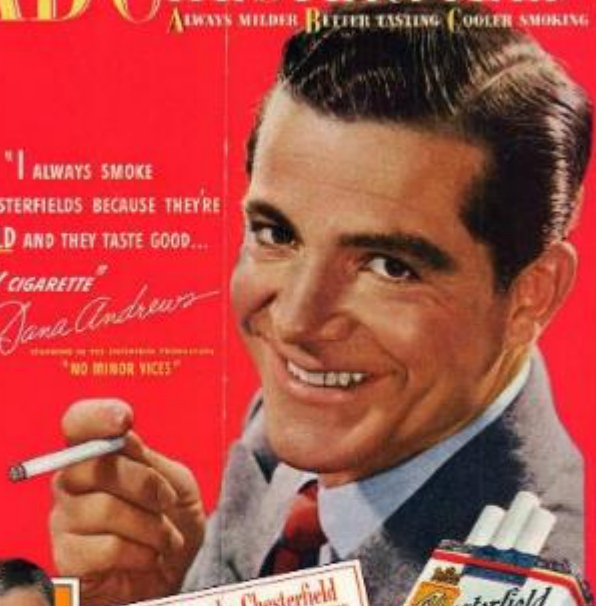
ALWAYS MILDER BETTER TASTING COOLER SMOKING

"I ALWAYS SMOKE  
CHESTERFIELDS BECAUSE THEY'RE  
**MILD** AND THEY TASTE GOOD..."

IT'S **MY** CIGARETTE

*Dana Andrews*

FORWARDED BY THE NATIONAL PRODUCE BOARD  
"NO MINOR VICES"



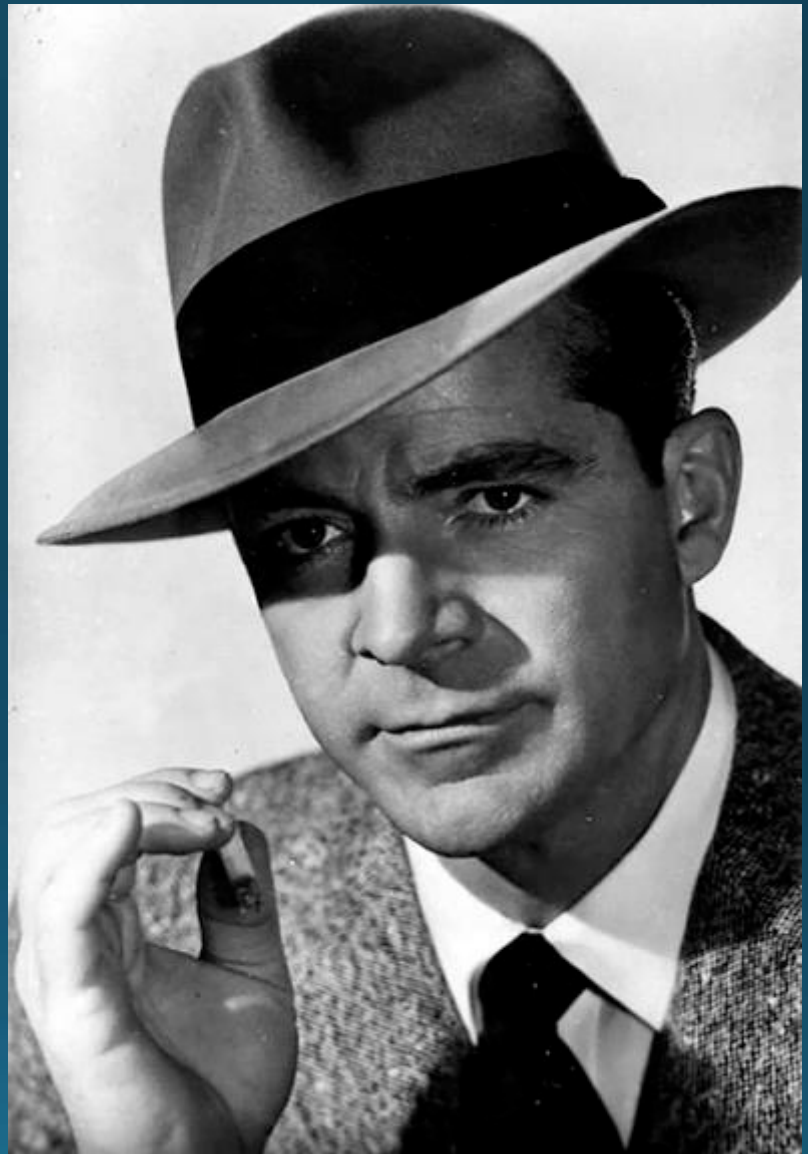
**WHY... I smoke Chesterfield**  
BECAUSE A SERIES OF SURVEYS BY REPUTED TOBACCO EXPERTS  
"Liggett & Myers has made of my best tobacco than  
anybody else. They're always gold tip pipes."  
"I've been smoking Chesterfields ever since they  
went to put them up in cardboard but I never found  
any other cigarette to take Chesterfield's place."

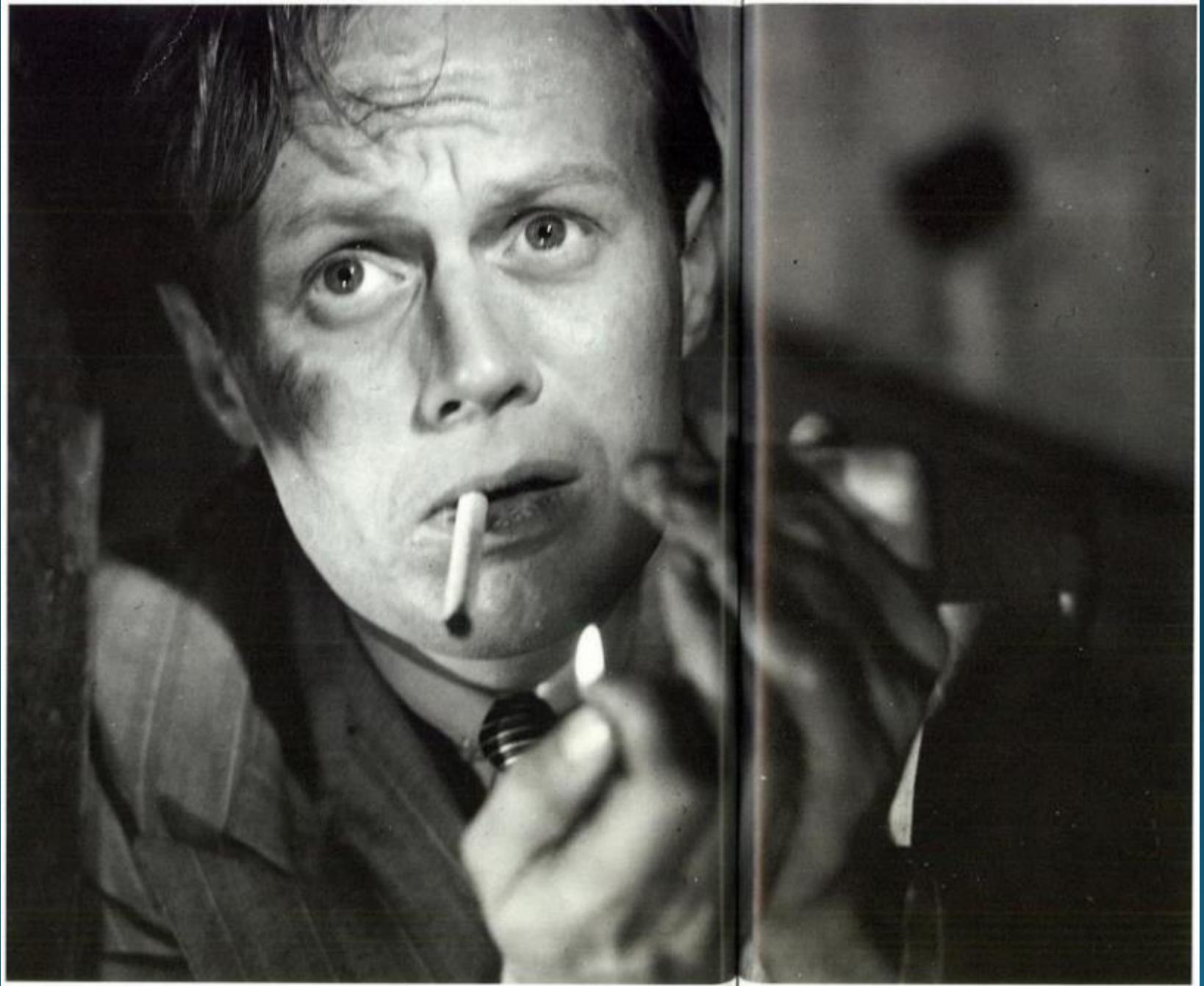
*C.D. Allen*

SMOKE IN MODERATION ENJOY R. T. T.



MAKE YOURS THE **MILDER** CIGARETTE... *They Satisfy*





Richard Widmark in "Night and the City," 1950





Humphrey Bogart in "The Big Sleep," 1946

**Imagine a Pen**  
not much longer than your cigarette!

KIMBERLY POKETTE, designed by  
WET LAMBERT, is a member of the  
EVERSHARP family.

Ever Sharp says, "I carry my Kimberly with me all the time. You can't lose it for forget, forget, trouble-free writing."

**...yet it opens up to a full size pen!**

This Kimberly Pockette is a new Ever Sharp writing wonder! When closed—it's little longer than a cigarette. Drop it in any pocket, in vest, coat, trousers. It won't leak—it can't. When opened it's a full size pen—with full ink supply. It rolls ink on dry... writes as good as and as well as without refilling. Its retractable point is as precision-finished that you can write at any angle!

You'll want this Kimberly Pockette by Ever Sharp no matter how many pens you own! It's so convenient, so amazingly smooth writing. Handlessly styled in your choice of human solid colors.

With 14-K gold-filled barrel, only \$1.50... (tax included). With Chrome barrel, only \$1.05 (no tax). Buy your Kimberly Pockette by EVERSHARP now.

**Kimberly**  
POCKETTE  
by EVERSHARP

P. S. Buy one for your wife... in feminine high fashion colors.

©1946, Ever Sharp, Inc.



Humphrey Bogart and Lauren Bacall in "To Have and Have Not," 1944

# GOOD .. they've got to be good!



*Fred and Adele Arrive in Broadway's musical hit, "The Band Wagon"*



## Darn good—you'll say!

Everybody wants a mild cigarette. And when you find one that is milder and tastes better too—you've got a smoke! Chesterfields are so much milder that you can smoke as many as you like. Mild, ripe, sweet-tasting tobaccos—the best

that money can buy. That's what it takes to make a cigarette as good as Chesterfield. And the purest cigarette paper!

Every Chesterfield is well-filled. Burns evenly. Smokes cool and comfortable. *They Satisfy* sums it all up!

EVERYBODY'S GETTING ON "THE BAND WAGON"





Drop a line to  
**CHESTERFIELD**  
 P. O. BOX 21  
 NEW YORK CITY  
 for your copy of  
**TOBACCOLAND, U.S.A.**

Reading their copy are  
**FRED ASTAIRE**  
 and **MITA HAYWORTH**  
 now starring in  
 "You'll Never Get Rich"  
 a Columbia picture

Send for your free  
 copy and see why

*It's* **Chesterfield**  
 for a Cooler Milder Better-Tasting smoke



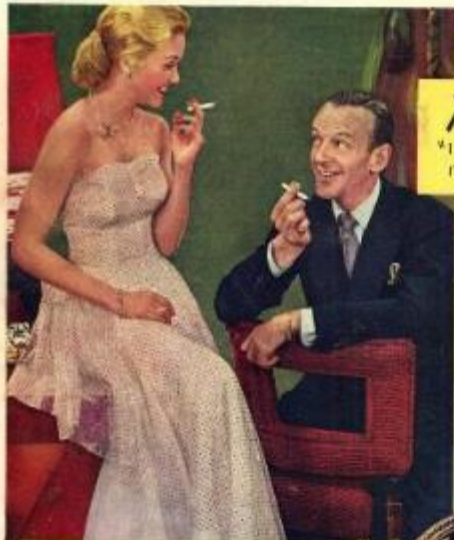
Like millions who have read it, Chesterfield believes you too will enjoy **TOBACCOLAND, U. S. A. . . .** the only complete picture story telling you all about the making of a great cigarette.

**TOBACCOLAND** gives you all the interesting facts . . . from the planting of fine cigarette tobaccos on through to the final stages of modern cigarette manufacture. *The more you know about cigarettes the more you'll enjoy Chesterfields.*

Everywhere you go . . .  
 it's have a Chesterfield *They Satisfy*

NOTED THROAT SPECIALISTS REPORT on 30-Day Test of Camel smokers...

# Not one single case of throat irritation due to smoking **CAMELS!**



Yet, those were the findings of noted throat specialists after a total of 2,470 weekly examinations of the throats of hundreds of men and women who smoked Camels—and only Camels—for 30 consecutive days.

**FRED ASTAIRE** reports:  
 "I MADE MY OWN 30-DAY MILDNESS TEST. IT'S CAMELS FOR ME FROM NOW ON!"

Start your own  
 30-Day  
 Camel  
 MILDNESS  
 Test Today!



The illustrious Fred Astaire has been King of the Dance for as long as most dancers dream the impossible. Fred calls time for a Camel as he works out a new ballroom routine at the famed Fred Astaire Dance Studio.

© 1954 Camel Cigarettes, Inc. New York, N.Y.

"Camels agree with my throat!"



**SAM HOGGART**, actor, says: "The more I smoke Camels, the more I like them. They agree with my throat."



**TOMMIE HUNTER**, actor, says: "I like Camels. They agree with my throat. I like them."



**GENE RAYMOND**, actor, says: "I like Camels. They agree with my throat. I like them."



**ROBERT TAYLOR**, actor, says: "I like Camels. They agree with my throat. I like them."



**JOAN CRAWFORD**, actress, says: "I like Camels. They agree with my throat. I like them."



**FRED ASTAIRE**, dancer, says: "I like Camels. They agree with my throat. I like them."





Paul Lukas and Carole Lombard in "No One Man," 1932

THE SATURDAY EVENING POST

After all the Mildness Tests,  
**CAMEL'S LEAD  
 IN POPULARITY  
 GREATEST IN 25 YEARS!**

Latest Published Figures Show  
 Camels by ...

**Why did  
you change  
 to Camels,  
 PAUL LUKAS?**

WITH CAMELS—  
 EVERY PUFF'S A PLEASURE! CAMELS  
 HAVE A RICH FLAVOR THAT PLEASES  
 MY TASTE—AND A MILDNESS THAT  
 AGREES WITH MY THROAT!

**WIMBLY ACTOR** Paul Lukas has ordered himself an addition to the stage...  
 in action...an actor... "There's no more for these friends in their  
 business," says Mr. Lukas. "I smoke Camels—they agree with my throat!"

The smokers of America have made many tests for cigarette mildness. The quick ones. The trick ones. And the thorough Camel 30-Day Test. After all the testing, Camel has its biggest lead in 25 years! Discover why so many smokers are saying, "Once a Camel smoker, always a Camel smoker" by making your own 30-Day Camel Mildness Test.

Prove to yourself, in your own "T-Zone", that Camels have a full, rich flavor—and a mildness that agrees with your throat. Through steady smoking, you'll discover why more people smoke Camels than any other cigarette!

**Not one single case  
 of throat irritation  
 due to smoking  
**CAMELS!****

*Make your own 30-Day Camel Mildness Test and see why!*

Yes, One With the Confidence of your throat has after a test of 30 weekly cigarettes of the finest of brands of one and more who have tried Camels—and only Camels—for Mildness Test.



J.W. 63



*How MILD can a Cigarette be?*

MAKE THE 30-DAY CAMEL MILDNESS TEST—SEE WHY...

**MORE PEOPLE SMOKE CAMELS**  
than any other cigarette!

"The roles I play in movies are far from easy on my voice—I can't risk throat irritation. So I smoke Camels—they're mild"

*John Wayne*  
POPULAR, HANDSOME  
HOLLYWOOD STAR



"I've been around movie sets long enough to know how important cigarette mildness is to an actor. So when it came to deciding what cigarette was just right for my throat—I was very particular. I made a *sensible* test—my own 30-Day Camel Mildness Test!

"I gave Camels a real report for 30 days. The most pleasure I ever had from smoking. My own 'T-Zone' told me just how mild and good tasting a cigarette can be! I found out for myself why more people smoke Camels than any other cigarette!"



WANT IDEA OF A MOVIE HERO AND THE YOUNG IDEAL? JUST 8 inches, John Wayne has showed the way to fame in dozens of knock-out, out-ting-out—out-acting...glorious movie pictures!

© J. Arthur Brown Co., New York, N. Y.

Make your own  
30-Day Camel  
MILDNESS TEST  
in your "T-Zone"

(T for Throat, T for Taste)



Not one single case of  
throat irritation *due to smoking*

**CAMELS!**

You don't want the feelings of most throat irritations after a trial of 30-day smoke remembrance of the thousands of men and women who smoked Camels—and only Camels—for 30 consecutive days.

Why did you change to Camels, HENRY FONDA ?



"My voice is important in my career. I smoke Camels because they're mild and have such rich flavor!"

Not one single case of throat irritation due to smoking **CAMELS**



It's not surprising that you've heard in a way to one out of ten of people who've smoked only Camels for years, that...  
 "I've never had any throat irritation, but I've had a lot of throat irritation with other brands. I've tried them all, but I've never had any throat irritation with Camels."  
 Don't smoking Camels help you breathe easier when all the others don't?



CAMEL LEADS ALL OTHER BRANDS—BY BILLIONS!



Henry Fonda in "Spawn of the North," 1938

**HENRY FONDA** discovered how mild a cigarette can be!

BECAUSE MY VOICE IS SO IMPORTANT TO MY CAREER, I WANTED A CIGARETTE THAT NOT ONLY SAVED MY THROAT... BUT ALSO AGREED WITH MY THROAT! I TRIED THE DIFFERENT MILDNESS TESTS.

"I MADE MY VOICE... I TRIED THE 'TUCK' TESTS."

"I MADE MY VOICE... I TRIED THE 'TUCK' TESTS."

"I MADE MY VOICE... I TRIED THE 'TUCK' TESTS."

"I MADE MY VOICE... I TRIED THE 'TUCK' TESTS."

IT WAS THE BENEFICIAL SMOKE TEST THAT CONVINCED ME! CAMELS AGREE WITH MY THROAT AND HAVE A RICH FLAVOR I DON'T FIND IN ANY OTHER CIGARETTE!

Make your own 30-Day Camel MILDNESS Test in your "T-Test" (1 for Throat, 7 for Taste).

Not one single case of throat irritation due to smoking **CAMELS**!

That's what leading throat specialists reported after examining the throats of hundreds of people who smoked only Camels for 30 days!



# You need not inhale



RONALD REAGAN  
PRESIDENT OF THE UNITED STATES

The soothing smoke from a friendly cigar brings you your pleasure in the form of satisfying happiness and delightful aroma. That's why you need not inhale...

# to enjoy a cigar



REGISTERED BY CHESTERFIELD

BRING AUDIENCE CLOSER TO SCENE

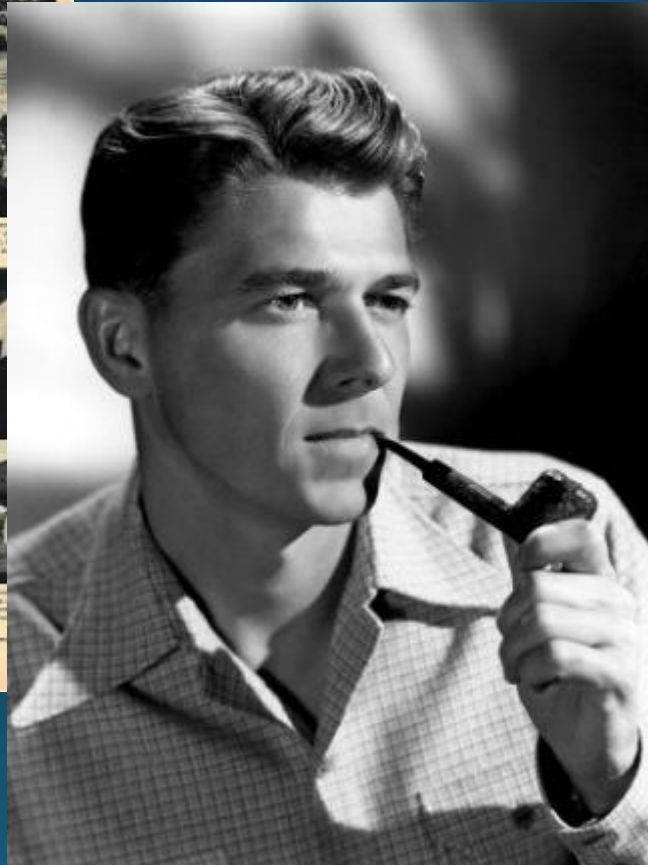


In a special series of spots, Chesterfield's friendly smoke gets an effective dose of the air that's so vital to the outdoor life. That's why you need not inhale...

KEEP THE PACE FAST



The smoke from a friendly cigar brings you your pleasure in the form of satisfying happiness and delightful aroma. That's why you need not inhale...



I'M SENDING CHESTERFIELDS to all my friends. That's the merriest Christmas any smoker can have — Chesterfield mildness plus no unpleasant after-taste

*Ronald Reagan*



**CHESTERFIELD** Buy the beautiful Christmas-card carton

"My throat gave me the  
answer to the mildness  
tests. My choice is

**Camels!**"

*Robert  
Merrill*

FAMOUS STAR OF  
OPERA AND MOVIES



NOTED THROAT SPECIALISTS REPORT ON 30-DAY TEST  
OF CAMEL SMOKERS—

Not one single case of throat  
irritation due to smoking  
**CAMELS!**



Robert Young in "Relentless," 1948

## Why did you change to Camels, **ROBERT YOUNG?**



*"My voice and throat were important factors—I found that Camels suit my throat..."*



*"As for taste, Camels give me more smoking pleasure than any other brand!"*

**ROBERT YOUNG**  
SINGER AND RADIO STAR

**SMOKE CAMELS FOR 30 DAYS...SEE FOR YOURSELF HOW WELL**

## Camels agree with your throat

**THE PROOF** of a cigarette is in the smoking. Do as Robert Young did. Try Camels as you *usually* smoke. Smoke only Camels for the next 30 days and see how rich and flavorful Camels are. See how *wild* Camels are... Low well they agree with *your* throat—pack after pack, week after week!

Among the millions of Camel smokers are many, many doctors. When tens of thousands of doctors—in every branch of medicine and from coast to coast—were asked what cigarette they smoked, the brand named most was Camel. Yes, according to this and other surveys...

**MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE!**



*Make your own sensible 30-day Camel melaric test in your T-Test!*

**T for Throat,  
T for Taste**

© 1948 Camel Cigarette Co., Winston-Salem, N. C.



Fredric March and Cary Grant in "The Eagle and the Hawk," 1933

*Fredric March says...* **THIS IS IT**  
 "L&M FILTERS ARE JUST WHAT THE DOCTOR ORDERED!"

When I read Dr. Darkie's letter I tried L&M Filters. I'm really enthusiastic about them. They're a wonderful smoke—with a filter that really does the job. I'm sure you'll like them as much as I do.

*Fredric March*

Liggett & Myers Tobacco Co.  
 415 Park Avenue  
 New York 17, N.Y.

Dr. F. K. Darkie  
 Director of Analysis

Extensive investigations of possible factors which were conducted in my laboratory last by clinical studies in strictly non-animal material. This is the material used in "L&M" Filter Tip Cigarettes. Pure white in color, and used as an evidence in certain cases. It is entirely available in Filter cigarettes made. It is known for its uniform taste. The "L&M" Filter Tip Cigarette is especially designed to remove the harsh particles of the smoke stream leaving a steady light smoke.

When you smoke "L&M" Filtered, taste and enjoyment by Liggett & Myers Tobacco Co. are not only your own but also those of the millions of other cigarette consumers.

*Liggett & Myers Tobacco Co.*  
 "L. S. Patent Pending"

**ONLY L&M FILTERS GIVE YOU ALL THIS...**

- 1. Effective Filtration**—from a Shifty Non-Microporous Filter Material—Alpha Cellulose. Exclusive to L&M Filters, and entirely pure and harmless to health.
- 2. Selective Filtration**—the L&M Filter selects and removes the heavy particles, leaving you a light and mild smoke.
- 3. Much Less Nicotine**—the L&M Filter removes one-third of the smoke, leaving you all the satisfaction.
- 4. Much More Flavor and Aroma**. As last a filter tip cigarette with plenty of good taste. Because L&M Filters' position quality tobaccos, a blend which contains special aromatic types.

\*L.S. Patent Pending


**L&M FILTERS**  
 LIGHT and Mild  
 MUCH MORE FLAVOR  
 MUCH LESS NICOTINE

**L&M FILTER TIP Cigarettes**

LIGGETT & MYERS TOBACCO CO.

*There must be a reason why*

**MORE  
PEOPLE SMOKE  
CAMELS**  
than any other cigarette!

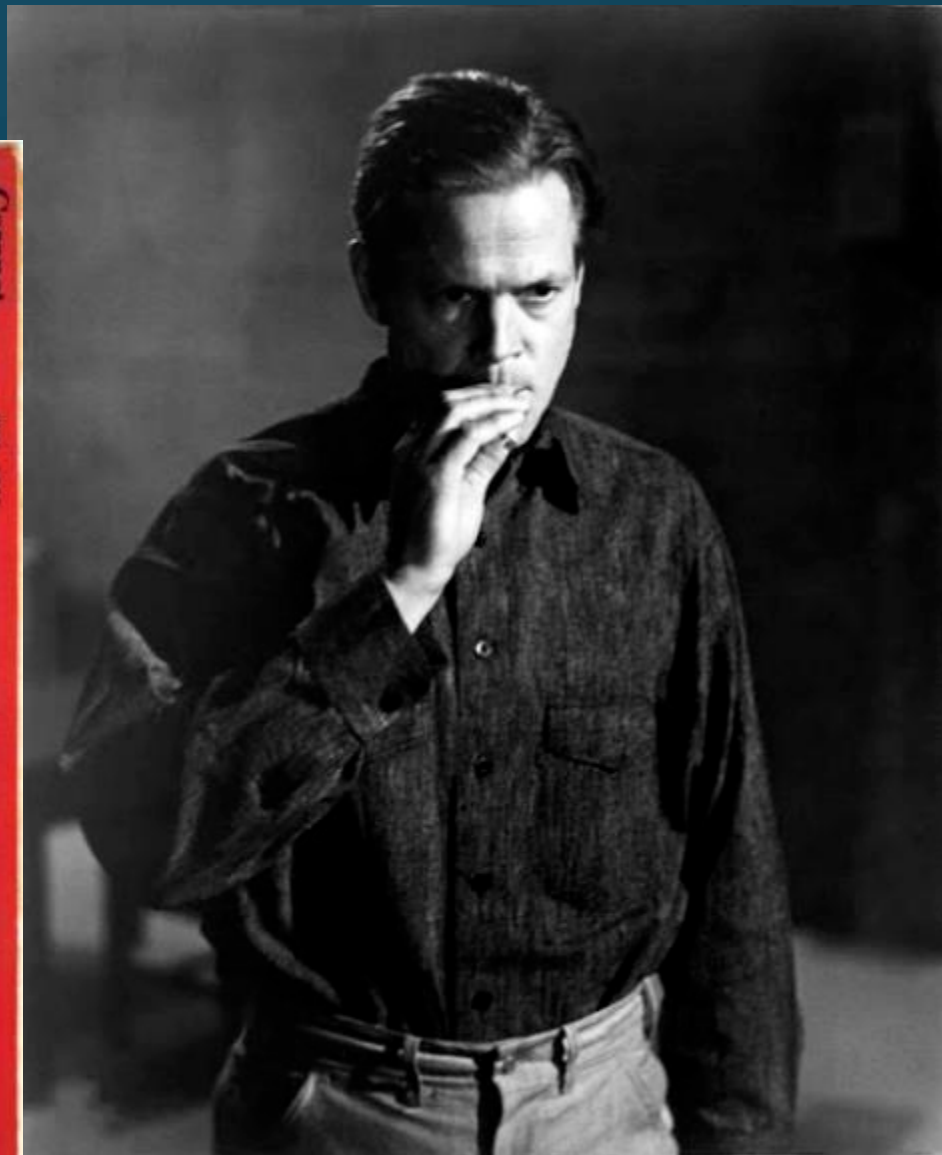


*Why did you change to Camels,  
DAN DURYEA?*

I FOUND  
THAT, PACK AFTER  
PACK, CAMEL'S  
**MILDNESS** AND  
**FLAVOR** GIVE ME  
MORE PLEASURE  
THAN ANY OTHER  
CIGARETTE!

DAN DURYEA  
Movie Star

Coronet  
JULY 1953



Dan Duryea in "Johnny Stool Pigeon," 1949

Why did you change to Camels, TONY CURTIS?



SO MANY PEOPLE  
SMOKE CAMELS, I FIGURED  
THEY MUST BE GOOD.  
I TRIED THEM AND THEN I  
KNEW CAMELS WERE THE  
FINEST CIGARETTE I  
EVER SMOKED!

*Tony Curtis*

TONY CURTIS, star of U-I's "Forbidden", is one of many film stars who smoke America's favorite cigarette, Camels!

For **Mildness** and **Flavor**

**CAMELS AGREE WITH MORE PEOPLE**  
than any other cigarette

Coronet

OCTOBER 1953



# More people smoke **CAMELS** than any other cigarette!



CHARLTON HESTON'S WESTERN  
SERIES "PONY EXPRESS"



He is one of Hollywood's  
most exciting stars.



Like so many stars, Charlton  
Heston is a Camel smoker.



U.S. Smokers  
Please Buy  
CAMELS  
CIGARETTES

*There must be a reason why Camel is by far  
America's most popular cigarette. And that reason can be only  
one thing: greater smoking enjoyment!*

*What luxury or pleasure could there be that you'll like Camels best,  
too? Try Camels this sensible way: smoke only Camels  
for 30 days and see how Camel's mildness and flavor please you —  
pack after pack, week after week!*

*Yes, try Camels as your steady smoke — and you'll know why  
more people smoke Camels than any other cigarette!*



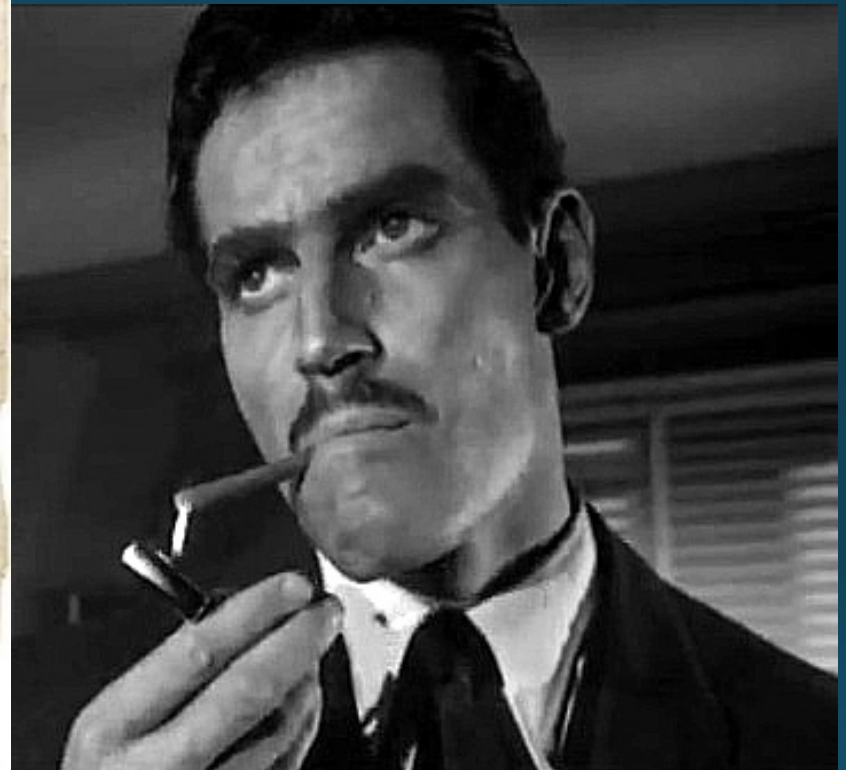
*Why did you change to Camels?*

**CHARLTON  
HESTON?**

I'VE SMOKED MOST OF  
THE LEADING BRANDS  
AND FOUND THAT **CAMELS**  
SUIT ME THE BEST. I CAN  
COUNT ON THEM FOR  
**MILDNESS AND FLAVOR**  
EVERY TIME!



**Start your own 30-day Camel Mildness Test today!**



Charlton Heston in "Touch of Evil," 1958



Gloria Grahame and Glenn Ford in "Human Desire," 1954






Why did you change to Camels,  
WILLIAM HOLDEN? (STAR OF  
"FOREVER FEMALE")

"With so many people  
smoking Camels, I  
figured they must be  
good! So I tried them—  
found their cool  
mildness and swell  
flavor suit my  
taste to a T!  
You ought to try  
Camels yourself!"

*"Good Smoking"  
William Holden*



for Mildness and Flavor...  
**CAMELS AGREE  
WITH MORE PEOPLE  
THAN ANY OTHER CIGARETTE!**

Coronet  
April 1954

Jennifer Jones and William Holden in "Love Is a Many-Splendored Thing," 1955



Ann Sothern in "Smartest Girl in Town," 1936





James Dean and Natalie Wood in "Rebel Without a Cause," 1955



**This Christmas, Jack Benny is giving (yes, giving!)  
cartons of Luckies to a few close friends. Why don't you?**

*Product of The American Tobacco Company. "There is no middle man."*



IT'S A PSYCHOLOGICAL FACT: PLEASURE HELPS YOUR DISPOSITION

How's your disposition today?

EVER YIP LIKE A TERRIER when things go wrong? That's only natural. Bel - it's a psychological fact that pleasure helps your disposition! That's why everyday pleasures - like smoking for instance - mean so much. So if you're a smoker, it's important to smoke the most pleasure-giving cigarette - Camel.



U. S. Copyright by Warner Bros., All Rights Reserved, N. Y.



YOU CAN SEE BUDDY ROCK HUDSON STARRING IN 1955 "NEVER SAY GOODBYE"



No other cigarette is so rich-tasting yet so mild!

ROCK HUDSON AGREES with Camel smokers everywhere: there is more pure pleasure in Camels! More flavor, genuine mildness! Good reason why today more people smoke Camels than any other cigarette. Remember this: pleasure helps your disposition. And for more pure pleasure - have a Camel!

When a great cat ROOSTER/LEAF RISE



1955-74

Rock Hudson in "Strange Bedfellows," 1965

**LIKE YOUR PLEASURE BIG?**

**TAKC THE BIG PLEASURE GIVE TEST AND SEE**  
Frank Sinatra's test results

1. "I like a girl to be a little bit wild." Frank Sinatra
2. "I suppose a girl who is a little bit wild is just what I need." Frank Sinatra
3. "I like a girl who is a little bit wild." Frank Sinatra
4. "I like a girl who is a little bit wild." Frank Sinatra
5. "I like a girl who is a little bit wild." Frank Sinatra
6. "I like a girl who is a little bit wild." Frank Sinatra
7. "I like a girl who is a little bit wild." Frank Sinatra
8. "I like a girl who is a little bit wild." Frank Sinatra

**NO MATTER WHAT YOU DO... IF YOU WANT BIG, BIG PLEASURE... REAL SATISFACTION... UNUSUAL EXPERIENCES...  
**SMOKE FOR REAL... SMOKE CHESTERFIELD****



**ON THE SET WITH SINATRA**

"Like your pleasure big? Come on it will feel great!" Frank Sinatra

"We're on for Chesterfield every Friday night. ABC-TV."

"I've got money, honey. Lots of it."

"It all adds up to big pleasure..."

"So you get to Chesterfield."

"Yes, you get to see me. You're smoking around here."

"This is fantastic... it's a real sensation! Chesterfield!"

"Ready to roll? Well, now you'll do the show when the pack's empty!"

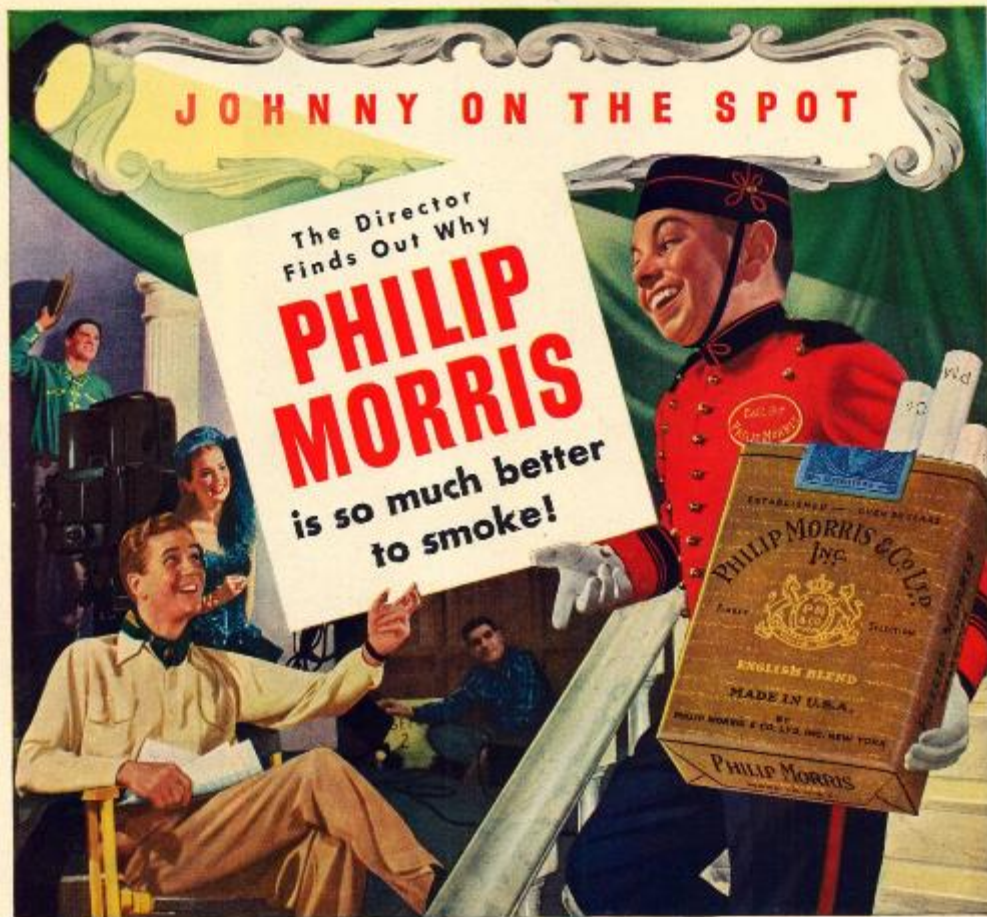
**CLEAN, SMOOTH, FRESH SMOKING...**

**CHESTERFIELD**

© 1954 R. J. REYNOLDS TOBACCO COMPANY

**KING and REGULAR**

Frank Sinatra in "Young at Heart," 1954



The Director thought he had Johnny on the Spot. "Why," he asked, "is PHILIP MORRIS so much better to smoke?"

"Because PHILIP MORRIS is the ONLY leading cigarette scientifically proved far less irritating to the nose and throat," Johnny replied. "Less irritation means more enjoyment. That's why

the PHILIP MORRIS smoker really gets what other smokers only hope to get . . . better taste, finer flavor, perfect smoking pleasure!"

Yes, it's true . . . if every smoker knew what PHILIP MORRIS smokers know—they'd all change to PHILIP MORRIS, America's finest cigarette.

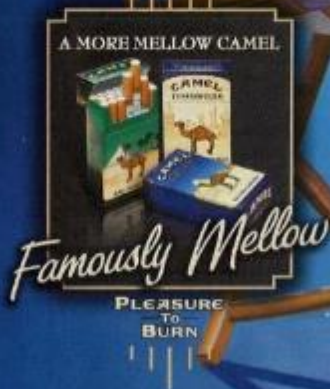
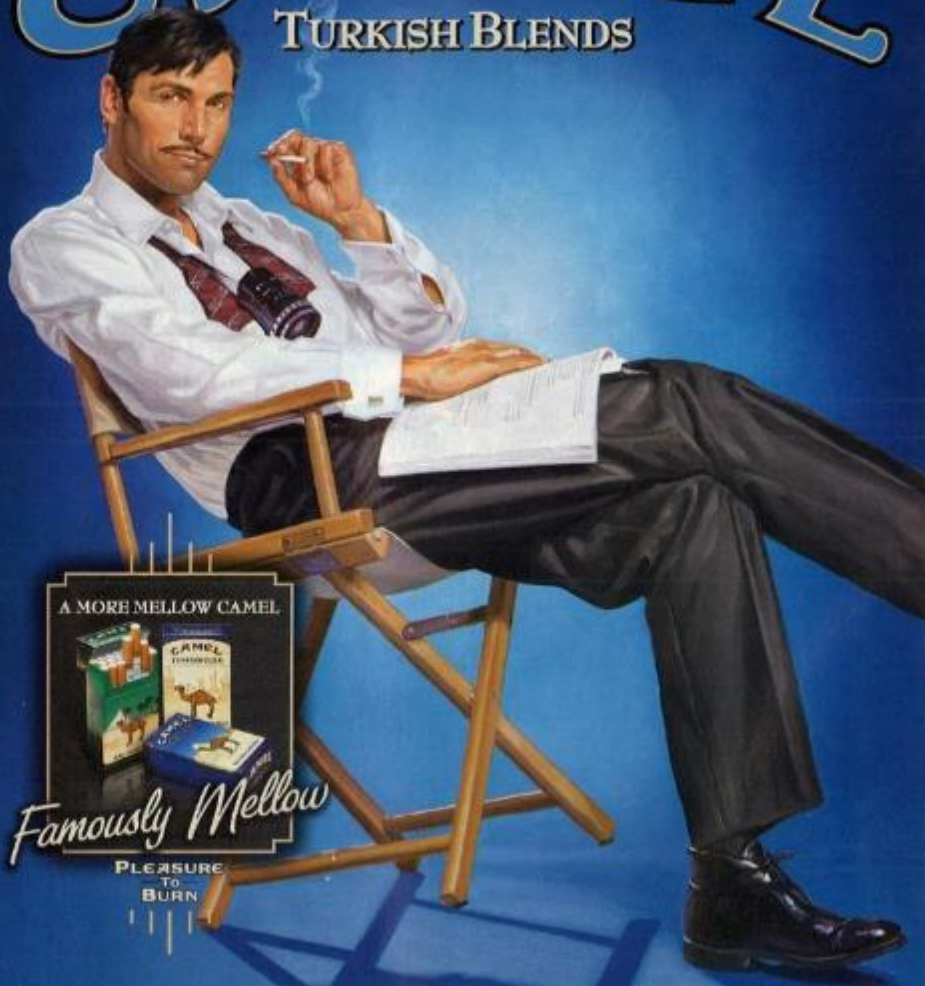
TRY A PACK TODAY!

CALL FOR **PHILIP MORRIS**

© 2004 R.J. REYNOLDS TOBACCO CO.

# CAMEL

TURKISH BLENDS



**SURGEON GENERAL'S WARNING: Quitting Smoking  
Now Greatly Reduces Serious Risks to Your Health.**

TURKISH GOLD: 10 mg "tar", 0.8 mg nicotine; TURKISH ROYAL: 13 mg "tar",  
1.1 mg nicotine; TURKISH JADE: 17 mg "tar", 1.2 mg nicotine av. per  
cigarette by FTC method. For more product information, visit [www.rj.com](http://www.rj.com).



